BROADCASTING

combined with Broadcast Advertising

Published Semi-Monthly
Vol. 6 No. 4
Canada and Foreign $4.00 the Year

WASHINGTON, D. C.
FEBRUARY 15, 1934
$3.00 the Year
15c the Copy

HE JOHN CRERAR
FEB 1 1934
LIBRARY

and so with SPOT

When national advertisers fully understood the flexibility of newspaper advertising—once they realized its adaptability to local and sectional tastes and trends—the newspaper came into its prominent position as a national medium.

***And so with Spot Broadcasting.* The national chains were first to be appreciated. Spot Broadcasting, like the newspaper, was a comparatively late comer into the field. Now that the flexibility of Spot is fully understood—its adaptability to local and sectional tastes and trends appreciated—Spot Broadcasting has become one of the major factors in national advertising.**

The efficiency and the progressive policies of these stations have been of prime importance in hastening the advance of Spot Broadcasting.

WSB ATLANTA
WFBR BALTIMORE
WBRC BIRMINGHAM
WBEN BUFFALO
WFAA DALLAS
KLZ DENVER
WBAP FORT WORTH
KTHS HOT SPRINGS
KPRC HOUSTON
WDAF KANSAS CITY
WFBM INDIANAPOLIS
WMC MEMPHIS
WHAS LOUISVILLE
WSM NASHVILLE
WTMJ MILWAUKEE
KSD ST. LOUIS
WSMB NEW ORLEANS
KGW PORTLAND
WTAR NORFOLK
KFH WICHITA
KVOO TULSA
WDAE TAMPA
KTBS SHREVEPORT
WOAI SAN ANTONIO
KSL SALT LAKE CITY
KGA SPOKANE
KHQ SPOKANE
KJR SEATTLE
KOMO SEATTLE
KEX PORTLAND

REPRESENTED EXCLUSIVELY THROUGHOUT THE UNITED STATES BY

EDWARD PETRY & CO. INC.

NEW YORK · CHICAGO · DETROIT · SAN FRANCISCO

SELL

WABC
NEW YORK

WBBM
CHICAGO

WKRC
CINCINNATI

WJSV
WASHINGTON

WBT
CHARLOTTE

KMOX
ST. LOUIS

WCCO
MINNEAPOLIS ST. PAUL

WPG
ATLANTIC CITY

WFBL
SYRACUSE

DON LEE
CALIFORNIA STATIONS

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90% of all radio families will be at home during any two-week period this summer. Of the 10% on vacation, 8 out of 10 will be listening while away

4

41

XUM

THEM IN SUMMER

...IT'S NEVER TOO HOT TO LISTEN

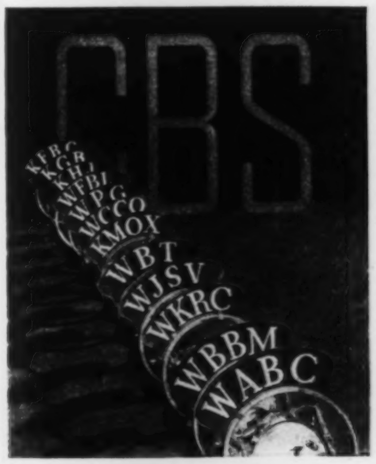
● The first nationwide survey of summer listening* shows that 90 people out of 100 will be home . . . that only 10 out of 100 will be on vacation during any two-week period in July and August... that 8 of these 10 will either take radios with them, or have a radio to listen to while away . . . during summer-1934.

● Here's statistical proof that Radio Sales Stations (Columbia's affiliates in 12 major markets) offer tremendous reservoirs of summer listeners waiting to be tapped by your program. Key it to their summer moods, send it to them over dominant outlets of the network that has won its leadership, from scratch, by knowing those moods, by timing them, by serving them.

● This summer, radio will be more than ever the source of America's entertainment—let it be the source of your sales... concentrate on the mapped, weighed, audited, peak audience of Radio Sales Stations.

● To present your 1934 summer message with the prestige and program-power that only Columbia affiliates can provide, call Radio Sales, Inc., New York and Chicago, or any of the 12 Radio Sales Stations listed here.

*(Survey by Ross Federal Research Service for Columbia Broadcasting System.)



RADIO SALES, INC.

485 MADISON AVENUE, NEW YORK CITY · PLAZA 3-2520
410 NORTH MICHIGAN AVENUE, CHICAGO · WHITEHALL 6000

48 STATES TUNE IN TO LAUGH

WOC-WHO BARN DANCE GANG FACES CAMERA—*TOP ROW—Smiling Sam, Schultz's German Band, and Happy Wheeler. SECOND ROW—Klondike Ed, Frankie and Johnny, Harmonica Joe, Cranberry Bill's Jokers, The Four Novelty Aces, Elmer's Sunset Symphony, Gene Loffler, Announcer, and John Behan, Musical Director. THIRD ROW—Seated—Operatic Hill-Billys, Louisiana Lou, Martha and Lem, The Calico Maids, Lars Larsen, Widow Smithers and Sadie. FOURTH ROW—Pine Holler Four. INSET—Peter MacArthur, Program Director, WOC-WHO.*

Synthetic? Nope, It's the Real McCoy

AUDIENCE SHOWS PREFERENCE FOR GENU-INE TALENT

The woods along Broadway are full of old-time fiddlers who've never been west of Tenth Avenue. No matter how hard you try to build a real barn dance frolic with such talent—it will still lack the good old barn-yard atmosphere.

But there's nothing synthetic about the boys and girls who make WOC-WHO's Barn Dance Frolic a weekly event of radio. Most of them are genu-ine farm products. From Monday to Friday, some of them still do farm work.

But early Saturday, they're on hand for the barn-dance-frolic rehearsal, which occupies a big share of the day, under the personal charge of WOC-WHO's program director, Peter MacArthur. "'Long About Sundown" (winter language) the show is whipped into shape. Everybody relaxes until 7, then they're off on a two-hour romp.

Credit for developing the idea of a barn dance frolic, goes to Edgar L. Bill, formerly program director of WLS, now in charge of WMBD at Peoria. In December, 1928, the barn dance type of program was first commercialized by J. O. Maland, in cooperation with E. A. Fellers of the Mantle Lamp Company of America.

When he became sales manager of WOC-WHO, Maland helped organize the WOC-WHO Barn Dance Frolic—with Fellers taking sponsorship on behalf of the Mantle Lamp Company's Aladdin Lamps.

The program has since grown into a two-hour show, to make room for additional sponsors.

SPONSORS SAY:

"I consider your 'Barn Dance Frolic' to be the best program on the air of this type without exception. It has tremendous selling power." — E. A. FELLERS, Mantle Lamp Company.

"After only two weeks on your 'Barn Dance Frolic,' WOC-WHO is one of our lowest cost-per-inquiry stations. Within a month we expect it to be the lowest cost station out of a large list of stations we use."—GEPPERT STUDIOS.

"We think your 'Barn Dance Frolic' rates AA-1. Why shouldn't we? It is doing a whale of a job on Morton's Smoke-Salt and Morton's Sausage Seasoning." — WADE ADVERTISING AGENCY.

Distilled Facts on Frolic

LENGTH	Two hours
DATE	Every Saturday
TIME	7 to 9 p. m., CST
CAST	43 Performers
SPONSORS	Aladdin Lamps Morton's Salt Geppert Studios Pathfinder Earl Ferris
COST	$167 per ¼ hour $270 per ½ hour including talent.
STATION	WOC-WHO, Des Moines
CHANNEL	Nationally cleared —full-time
KILOCYCLES	1,000
POWER	50,000 watts

WOC-WHO FROLIC GETS NATION-WIDE AUDIENCE; BREAKS INQUIRY RECORDS

Three January Broadcasts Pull 22,694 Replies Including Every State

Radios have superseded bath tubs as the No. 1 Saturday night attraction—at least between the hours from 7 to 9 p. m. CST. In enough homes from coast-to-coast to justify the term "nation-wide audience," soap and water can wait because the Barn Dance Frolic of WOC-WHO is on the air.

What sort of homes? All farm and village homes? By no means. Mail analysis proves that the biggest part of the barn-dance audience is its city audience.

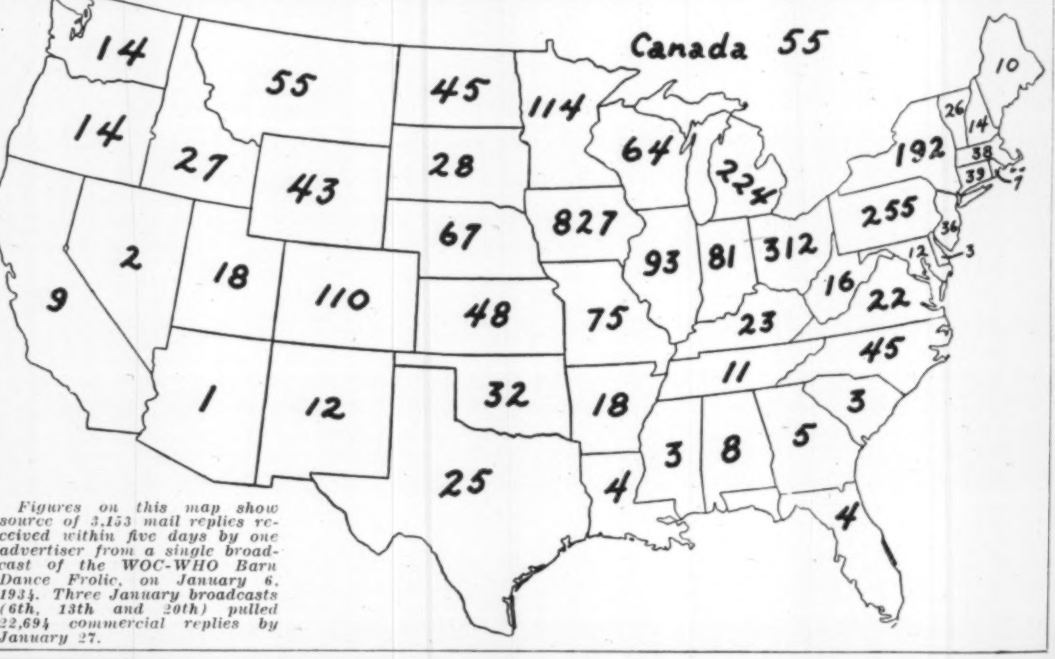
And why not? GOOD fiddling, hill-billy songs, barber-shop harmony and homely humor can't be beat for universal appeal.

Who Laughs Last? The Advertiser!

And the advertisers sponsoring the WOC-WHO Barn Dance Frolic have a right to chuckle, when they look over the response, receive enthusiastic re-orders from distributors, pull money out of the mail. One 15-minute sponsorship pulled 2,038 two-bit pieces (25 cents to you). Another quarter hour, costing $167 pulled $1,119.00 in 50-cent orders.

Can the advertisers afford to laugh? They can.

One Station — One 15-Minute Barn Dance Participation — Nation-Wide Response



Figures on this map show source of 3,153 mail replies received within five days by one advertiser from a single broadcast of the WOC-WHO Barn Dance Frolic, on January 6, 1934. Three January broadcasts (6th, 13th and 20th) pulled 22,694 commercial replies by January 27.

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BROADCASTING
and
Broadcast Advertising

VOL. 6 No. 4 WASHINGTON, D. C. FEBRUARY 15, 1934 $3.00 PER YEAR—15c A COPY

Roosevelt Demands Communications Bill

By SOL TAISHOFF

Absorption of Radio Control, Little Change in Law Forecast; Secretary Roper Plans Sweeping Study of Broadcasting

LEGISLATION creating a Federal Communications Commission, which will absorb all functions and powers of the Federal Radio Commission as well as exercise control over wires and cables, probably will be enacted into law at the current session of Congress upon request of President Roosevelt.

There at present is no disposition on the part of the Administration, however, to alter further the laws governing broadcasting. Insofar as the broadcasting industry is concerned, it is indicated, the act of 1927 with several minor amendments, will remain intact. The task of recommending changes would be left to the new commission.

Climaxes Radio Developments

PRESIDENT Roosevelt's request for the new legislation on Feb. 9 came as the climax to a week of major developments affecting broadcasting regulation. Briefly in addition to the President's request they were:

1. Announcement by Secretary of Commerce Roper that a study of broadcasting with a view to proposing sweeping change in the present law would be made by a new Interdepartmental Committee comprising himself as chairman; Herbert L. Pettey, Radio Commission secretary; Dr. Irwin D. Stewart, State Department radio specialist, and a fourth member to be named. The study would be a sequel to the former Interdepartmental Committee's report on communications, upon which the new legislation is being based.
2. The original Roper Committee, it was learned, had sent to Congress several suggested amendments to the radio act, one of which would give the regulatory agency authority to regulate advertising content of broadcast programs. Another proposed amendment smacked of the suggestion that control of broadcasting rates for sale of time might also be vested in the regulatory agency. The amendments originally were suggested by the Radio Commission.
3. Chairman Bland, of the House Merchant Marine Committee and Senator Dill introduced identical bills to prohibit remote control studios in this country for stations across the border without express authority from the Commission. Aimed directly at the so-called "renegade stations" across the Mexican border, such as those operated by Brinkley and Baker, the bill will be the basis of hearings by the House committee beginning Feb. 15.

Bill Being Drafted

THE PRESIDENT on Feb. 9 conferred with Senator Dill (D.), of Washington, and Representative Rayburn (D.), of Texas, respective chairmen of the Senate and House Interstate Commerce Committees, and informed them that he desired to have the proposed communications commission legislation enacted. The legislators, as BROADCASTING went to press, were collaborating in the drafting of a bill for immediate introduction.

It is likely that the President will send to Congress a special message urging passage of the bills. Following the conference, both Senator Dill and Representative Rayburn said they would do everything possible to expedite the legislation and that the President would send a special message, if they requested it.

The two chairmen said that the immediate problem was to provide a new control of communications, rather than broadcasting, and that they would seek to avoid everything controversial or whatever might have the effect of delaying action. Senator Dill said he might include in the measure certain of the minor provisions of the old radio omnibus bill passed by Congress more than a year ago but pocket-vetoed by President Hoover when he retired from office in March, 1932. Such provisions as those dealing with license fees, suspension of licenses and radical modification of appellate provisions, presumably will be omitted because of their provocative character.

Seven-Member Commission

WHILE no decision has yet been reached regarding the new commission setup, the chairmen have in mind an agency of seven members. The chairman would be a "general" member, while two commissioners would be designated for broadcasting, two for radio communication and the remaining two for wires and cables. This commission would take over the functions now exercised by the Interstate Commerce Commission over rates and in regulation of wires and cables.

Senator Dill was undecided about holding hearings after introduction of his measure. Representative Rayburn, however, informed BROADCASTING definitely that hearings would be held within two weeks or a month after the bill is introduced. He said he was in no sense interested in the broadcasting phase of the communications measure at this time and probably would restrict witnesses to the communications.

Following the White House conference, Senator Dill said: "It is far wiser to let the proposed commission have power to make these studies than try to have Congress legislate on intricate and complex aspects of the communications program at this time. My idea is simply to bestow the present authority of the ICC and the Radio Commission upon the new set-up. Existing law is all the power necessary to give at this time. If we leave out the controversial matters, the bill can be passed at this session of Congress; otherwise it cannot."

Roper "Study" in Doubt

CONSIDERABLE doubt exists at this writing concerning the proposed Roper "study." In the light of the developments respecting a communications commission, it is pointed out that there was no need for the inquiry. Moreover, both Senator Dill and Representative Rayburn said they would not await the report of the Roper committee before introducing their bills.

Originally, Secretary Roper announced that the broadcasting committee would be appointed, with the President's approval, to study and report on the status of broadcast-

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Regulation of Radio Advertising Urged in Roper Group Report

Several Amendments to 1927 Act are Proposed, Including Authority to Suspend Licenses

SEVERAL suggested amendments to the Radio Act of 1927, including one which would give the Radio Commission, or its proposed successor, the Federal Communications Commission, authority to adopt "reasonable regulations" governing the advertising content of programs, have been submitted to Congress for consideration as a part of Secretary Roper's Interdepartmental Committee's report on communications. The necessity for a reallocation of broadcasting facilities also is emphasized.

Another suggested amendment raises the issue of rate regulation, and while inquiries at the Commission brought the response that regulation of broadcasting rates is not proposed, the language is such as to leave some doubt on that point.

Drafted by Commission

IT HAS been learned by BROADCASTING that these amendments, drafted initially by the Radio Commission, were submitted for consideration in connection with any new legislation Congress may initiate affecting radio. Other recommended changes were included in the radio omnibus bill, passed by Congress more than a year ago but which was pocket-vetoed by President Hoover when he retired from office in March, 1932.

As to regulation of the advertising content of programs, the report recommended that a new provision be added under Section 29 of the Radio Act, to read as follows:

Advertising Regulation

"THE COMMISSION, however, is authorized to adopt reasonable rules and regulations in the public interest, relating to the nature, kind, character, quantity or time used of that portion of the program devoted to advertising, direct or indirect."

The proposed amendments sent to both Senator Dill, (D.) of Washington, and Rep. Rayburn, (D.) of Texas, as the respective chairmen of the Interstate Commerce committees, advocated also repeal of the Davis amendment, which has been the sore spot in allocations. Pointing out that the Davis amendment, adopted in 1928, has proved "unworkable," the Commission recommended that the law specify that there be a fair and equitable allocation but leave "the

(*Continued on page 38*)

ing with relation to Government regulation. He said the committee would hold public hearings and would recommend definite changes in the radio law, supplemental to those amendments proposed by the main committee in its report to Congress last month.

It was said the committee hoped to have its task completed within six weeks with the objective of getting it before Congress in time to be included in any proposed new legislation. Secretary Roper explained that the former committee did not have an opportunity to delve very deeply into broadcasting. It did send "eleventh hour" suggestions, however, for amendments to the radio act in accordance with proposals by the Commission.

Public Hearings Planned

"I ASKED the President, and have recieved his approval, to use a small committee to pursue such a study of broadcasting and to thoroughly consider the subject," Secretary Roper said at a press conference Feb. 7. He added that all interested parties would be invited to offer testimony before the committee, which had planned to begin work prior to March 1. It was estimated that hearings would last three or four weeks.

This, of course, developed prior to President Roosevelt's conference on Feb. 9 with the Congressional radio leaders. It was after the Roper announcement became current that the repercussions developed. Reformers, educators and other anti-broadcasting groups began to rustle about with the objective of making showings before the committee. But the committee plan got no encouragement from Congressional leaders or from the broadcasting industry.

Study Stirs Speculation

AS A CONSEQUENCE, Secretary Roper held in abeyance a promised announcement concerning the scope and activity of the committee and the naming of the fourth member. Whether the study will be made at all now appears to be in doubt. If it is conducted, the chances are that public hearings will not be held, but that briefs will be requested from interested groups. Moreover, there likely will be no special rush to get a report before Congress since it appears that none of its recommendations would be considered at this session.

Immediately following Secretary Roper's announcement, there was speculation as to whether the committee would undertake to recommend whether the present system of broadcasting by private enterprise should be modified or even supplanted.

For the most part, Congressional leaders are inclined to adopt the view expressed by Senator Dill that the proposed communications commission should work out for itself any changes in broadcasting regulation as well as communications. Senator Dill repeatedly has stated that the administrative agency should not be hampered by details in the new legislation.

Text of Bland Bill

THE BLAND and Dill bills, upon which hearings are scheduled Feb. 15, was drafted by the Radio Commission. A fortnight ago Chairman Sykes said he would submit such a measure. A similar provision also is incorporated in the series of amendments proposed by the original Interdepartmental Committee and reported elsewhere in this issue.

The bill, after the enacting clause, provides that a new section be enacted, to read as follows:

Sec. 28a. No person, firm, company, or corporation shall be permitted to locate, use or maintain a radio-broadcast studio or other place or apparatus from which or whereby sound waves are converted into electrical energy, or mechanical or physical reproduction of sound waves produced, and caused to be transmitted or delivered to a radio station in a foreign country for the purpose of being broadcast from any radio station there, having a power output of sufficient intensity and/or being so located geographically, that the emissions may be received consistently in the United States, without first obtaining a permit from the Federal Radio Commission upon proper application therefor.

Such application shall contain such information as the commission may by regulation prescribe, and the granting or refusal thereof shall be subject to the requirements of Section 11 of this act with respect to applications for station licenses or renewal or modification thereof, and the license or permission so granted shall be revocable for false statements in the application so required or when the Commission, after hearings, shall find its continuation no longer in the public interest.

Brewers Paid $548,000 For Radio Time in '33; Industry Fund Proposed

THE BROADCASTING industry already has gleaned an estimated $548,000 from the brewing industry during the nine months ending December, 1933, according to figures submitted by Dr. Paul T. Cherington, of New York, consultant on distribution problems, at the 58th annual convention of the United States Brewers Association at Atlantic City the week of Feb. 8.

Simultaneously, C. D. Williams, secretary of the association, advocated an expenditure of $1,000,000 a year by the organized brewing industry on collective advertising to advance beer sales to the pre-prohibition peak. He proposed the formation of an advisory research commission to formulate a comprehensive advertising program for the industry.

Dr. Cherington's estimate of the amounts spent by individual brewers during the nine months of 1933 follows:

Newspapers, $3,876,000; outdoor, $2,250,000; magazines, $677,800; radio networks, $348,000; and radio stations (spot), $200,000. The total estimate is $7,351,800.

Bayer's Half Hour Spots

THE BAYER Co., New York (Bayer's Aspirin), long a user of network time, on Feb. 4 began to supplement its network series with half-hour transcription programs, once weekly, placed on 30 stations. Program is titled "Lavender and Old Lace" and disks were produced by World Broadcasting System. Account, which is for 13 weeks, was placed by Blackett-Sample-Hummert, Inc., Chicago, on the following stations: WOR, WCKY, KLRA, WNOX, WRUF, WDOD, KGRS, WTOC, WSFA, WIS, WCSC, WCOA, WBAL, WHAM, WJR, KWCR, KSO, KAIL, WGN, KSD, WBT, WFBL, WWNC, WEEI, WCAE, KMBC, WTAM, WHAS, KVOO and KTHS.

TAKE YOUR CHOICE

U.S.Tobacco Co. to Let Listeners Select Program Type

THE RADIO audience is being given an opportunity to express preference for one of several types of programs by the U. S. Tobacco Co., New York (Dill's Best and Model smoking tobacco), which is sponsoring a different program each week on the NBC-WEAF network, Saturdays, 6:45 p. m., EST.

Sponsors are presenting several different types of entertainment over a period of a few weeks. They will adopt the type that gains the greatest response from the listeners.

"One Night Stand", a variety show with Pick Padgett and Pat Malone, radio comedians, was the first program Jan. 27, and this was followed with "The Saturday Night Smoker", an all male cast with a quartet and a chorus of 16, on Feb. 3. The U. S. Tobacco Co. has been presenting "The Half Hour for Men" at the same time on Saturdays. McCann-Erickson, New York, handled the account.

United Air Lines Start Spot Series

TWO of the nation's newest industries—radio and air transportation—have been officially united in a business way with the scheduling on five metropolitan stations of a series of aviation programs to mark the first national use of radio advertising by a major air line.

Sponsor is United Air Lines, rated as the world's largest air line in point of mileage flown (65,000,000 miles), which operates the mid-continent route coast-to-coast service and other passenger-mail-express airways serving 45 cities in 20 states.

The new series consists of 20 5-minute programs of two types, musical and dramatic. Interesting phases of aviation as well as actual occurrences in air traffic have been dramatized, and all programs will be scored to popular music. Continuance of the campaign will depend on results from this series. Stations already engaged are: KYW, Chicago; WCAU, Philadelphia; WFAA, Dallas; WBAP, Fort Worth; and KMBC, Kansas City. Salt Lake City will be added this week.

Refrigerator Company Will Sponsor Symphony

GENERAL HOUSEHOLD Utilities Co., Chicago, a Grunow corporation manufacturing refrigerators, will sponsor the Minneapolis Symphony Orchestra in a weekly series of half-hour concerts over CBS, beginning March 6. Eugene Ormandy is the conductor.

The contract, placed by Hays, MacFarland and Co., Chicago, calls for 13 broadcasts, though it is not certain the orchestra will remain as late in the summer as this would imply. The network consists of the basic group, together with Mountain and Don Lee supplements.

Standard Oil Drops Babe Ruth Contest

Oil Code Suit Brings an End To 25-Station Account

FACING an injunction suit in the District of Columbia Supreme Court for alleged violation of the oil code, the Standard Oil Company of New Jersey, through its agency, McCann-Erickson, New York, on Feb. 9 announced that it would discontinue its Babe Ruth contest program for boys over 25 broadcasting stations.

The spot account, which was for thrice weekly programs over 13 weeks, was completing its seventh week. Secretary Ickes, oil administrator, had directed that the suit be filed because the sponsor offered prizes to boys in what he termed violation of the oil code.

Agreement to discontinue the contest was reached at a conference between Secretary Ickes and Walter C. Teagle, president of the Standard Oil Co., on the eve of the trial.

Secretary Ickes agreed, however, that the boys who had entered the contest in the hope of winning one of the 50 free trips to Ruth's training camp should not go unrewarded. All weekly prizes of autographed baseball bats and fielder's mitts were to be awarded up to and including Feb. 7, and all boys who had qualified for the training camp contest were to receive their contest blanks direct from Babe Ruth. The final winners will be the guests of the baseball idol at his camp this season.

A ban was placed immediately on the distribution of Babe Ruth newspapers, membership badges, contest coupons and any material relating to the Babe Ruth Boys Club, organized with the launching of the program Jan. 3, by Esso station dealers.

In an announcement on the concluding broadcast Feb. 9, McCann-Erickson said: "This program was started in the belief that it was in full accord with the rules."

The programs were broadcast Mondays, Wednesdays and Fridays, between 5 and 6 p. m., local time, on the following stations: WCAO, WEEI, WBEN, WBT, WIS, WTIC, KLRA, WMC, WSM, WOR, WSMB, WTAR, WCAU, KDKA, WCSH, WJAR, WPTF, WRVA, WHAM, WGY, KTBS, WSYR, WRC, WWVA and WTAG.

New Animal Food Series

DR. W. J. ROSS Co., Los Alamitos, Cal., manufacturers and distributors of dog and cat food products, has made a new series of 26 transcription programs. Dan B. Miner Co., Los Angeles agency, will place the account. Production was completed in January at the Hollywood sound studios of Lyle E. Willey.

Disks for Salmon

CALIFORNIA PACKING Corp., San Francisco (Del Monte Salmon) early in March starts "True Stories of the Sea," twice weekly transcription series for 26 weeks, on a selected group of stations. Transcriptions are for 15 minutes, produced by MacGregor & Sollie, Inc., San Francisco, and place by McCann-Erickson, Inc., San Francisco.

Baltimore Bank Finds Radio Ideal Medium

By GWYNN CROWTHER

President, Baltimore Commercial Bank

Frank R. Kent's Political Talks Arouse Widespread Interest; Sponsor Wins Good Will With Minimum Advertising

ALTHOUGH conservatively planned in keeping with the banking tradition, the Baltimore Commercial Bank's sponsorship of Frank R. Kent on WBAL is proving a splendid good will builder and name advertiser. The careful manner in which the bank went about mapping its program and its style of presentation should serve as a model for other banks which are debating radio advertising.

Mr. Crowther

IT'S AN IDEAL way to tell your story — radio broadcasting. The Baltimore Commercial Bank has found that to be definitely true since starting its series of programs over WBAL, Baltimore, last November. Undoubtedly, radio is the most successful method of lip advertising today.

The story of how the Baltimore Commercial Bank came to use radio (whereby it gained the distinction of being the first bank in this section to use broadcasting as an advertising medium) is one that may be told quite simply and easily, and yet it has the flavor of adventure about it, as all new ventures have.

Finds Ideal Feature

SOME MONTHS ago, we began to consider broadcasting as a means of extending our service to the public generally, and quietly we began to look about us for the right type of program. We wanted a feature that was dignified and conservative, in keeping with the high ideals and standards of our bank; so when Frank R. Kent, nationally known political writer and observer, was suggested to us by the commercial representative of WBAL, we knew at once that that was our program. We immediately engaged Mr. Kent and made arrangements with Frederick R. Huber, director of WBAL, for time on that station at 8 p. m. Thursdays.

However, after we secured our feature and booked our time, we did not just sit back and let the broadcasts take care of themselves. Our program has been definitely charted and built up on a sure and systematic foundation. We desired, first of all, to publicize the name of the bank, and our first several broadcasts were devoted specifically to this purpose. That we succeeded in accomplishing this aim was proved to me many times when I chanced to hear people say, "Oh, yes, that's the bank that's on the air." That much accomplished, we next decided to familiarize our listeners with our various departments. These are being taken in turn—the savings department, the travel department, safe deposit, and so on. Thus we are building up our radio appearances through what might be called a definite plan of advertising campaigns.

Plan of Program

WE NEXT turned our attention to the scripts written by Broughton Tall, supervisor of WBAL's literary research department. First comes Mr. Kent's introduction; then, after Mr. Kent's talk is concluded and before listeners have a chance to dial anything else, Mr. Kent is asked some pertinent question relative to "Public Affairs" (the general topic of Mr. Kent's talk). The result is that the listeners' interest is held until the end of the program, for the question is always one in which a majority of people are vitally interested and one on which they are eager to hear an authoritative opinion.

Mr. Kent

In our programs we insert comparatively little advertising copy, as we are primarily interested in promoting good will and friendliness on the part of the public. Consequently, we decided at the outset not to inflict our radio audience with an overdose of advertising. The public reaction has been most gratifying. Thirteen of our 15 minutes broadcasting time is given over to Mr. Kent, and but two minutes are devoted to the bank's advertising message, which includes an introduction to Mr. Kent and a reminder of the series just before "Good-night."

Merchandising Methods

WE ALSO link the Baltimore Commercial Bank's program over WBAL every Thursday night with various merchandising methods which are proving very effective. For instance, we use a double display car-card carrying Mr. Kent's picture, call letters of the station, and the time of the broadcasts. We use newspaper advertisements on the day the program is on the air. Also, we distribute neatly printed copies of Mr. Kent's talks every week to all listeners requesting them (and these requests have come from many states, including Maine, Virginia, Pennsylvania, Michigan, North Carolina, New York, California, the District of Columbia, and even from far away Portsmouth, England).

That we hit on the right feature when we got Mr. Kent is shown by the many letters, pro and con, which we receive. There are many more pros and cons, however, and the fact that our broadcasting program is being so generally discussed is, we think, a very healthy sign as to the intense interest being manifested in this particular Thursday night broadcast. We have received a number of letters from educational institutions requesting copies of the Kent talks for their classrooms. The New York public library asked to have them regularly for its reference room.

Following are some excerpts from other letters picked at random:

"These addresses are full of vital information and should be of interest to all public spirited men of our country."

"I have been listening to Mr. Frank R. Kent . . . I like him better than any political writer of today and I want to add my thanks to you for making him available over the air. If you publish his talks I would like to have them."

"I want to thank you and the officers of the bank for the up-to-date methods you are using to sell the Baltimore Commercial Bank in this community. I think you have hit upon a fine method and unquestionably every thoughtful person is interested in what is going on in Washington. It is a timely subject and regardless of politics, Mr. Kent and his writing are well regarded in this community."

"I want to tell you how much I enjoy Mr. Frank Kent on the radio and when I know your organization is sponsoring him, it gives me greater interest. Having spent the past 10 weeks in Washington working on our code, and having seen and heard many things on the inside, Mr. Kent has surely got the correct idea of what is going on."

Six Months on the Air

SO SOLD on radio broadcasting is the Baltimore Commercial Bank that we are going to keep Mr. Kent on the air through the middle of May, which means that this series will run for a period of six months, having been inaugurated last November. By spring we are quite confident that there will not be a listener in WBAL's large area who will not be thoroughly acquainted with the Baltimore Commercial Bank. We are telling our listeners, little by little, our advertising story, of course; but most important is our contribution to public service through presenting each week the man who is generally conceded one of the best informed political writers of the day.

The chief charm of radio broadcasting to a sponsor, it seems to us, is the splendid opportunity it affords one to serve the public.

Bank of America Seeks Idea for Radio Program

BANK OF AMERICA National Trust and Savings Association, through its home office in San Francisco, has sent a questionnaire to all its employes in its branch banks throughout the state asking their impressions of stations and programs. While the information has not been made public, it is understood that the organization has assembled the material with the idea of searching for an idea for a radio program. Peter Michelson is manager of the advertising and publicity department in San Francisco.

Bank's Fourth Year

THE NORTHERN Trust Co., Chicago loop bank, enters its fourth consecutive year of broadcasting this month with the renewal of its half-hour Northerners" program presented each Friday night over WMAQ, Chicago. The program remains essentially the same as it has been from the beginning, a male octet, string quintet and noted concert soloists. The account is handled by J. Walter Thompson, Chicago.

PLANS to broadcast the meetings of San Francisco's board of supervisors, with an appropriation of $50,000 for station time, will shortly be laid before the board by Joseph Uhl, one of its members.

XUM

Caution Advised by Commission In Liquor-Sponsored Programs

Press Release Leaves Issue up to Broadcasters; Warning Directed to Advertising Credits

IN ITS long-awaited announcement of policy regarding programs sponsored by distillers, the Radio Commission on Feb. 2 asked broadcasters and advertisers to exercise discretion in the presentation of programs advertising hard liquors. Stations failing to meet the standard of "public interest, convenience and necessity" in such advertising, the Commission cautioned, will be called for hearing on applications for renewal of licenses.

The ruling, in the nature of a press release rather than a regulation, evidently refers only to hard liquors and does not extend to wines and beer. On the other hand, while the Commission apparently had in mind only hard liquors in adopting the policy, the statement is sufficiently broad to apply to every character of radio advertising, although no precise yardstick is provided to the broadcaster, advertiser or agency.

Text of Statement

The Commission's statement follows:

"The Federal Radio Commission today authorized the following statement regarding the use of radio broadcasting stations for the purpose of advertising liquor:

"The Federal Radio Commission calls renewed attention of broadcasters and advertisers to that section of the Radio Act of 1927 which provides that stations are licensed only when their operation will serve public interest, convenience and necessity, and asks the intelligent cooperation of both groups in so far as liquor advertising is concerned.

"Although the Eighteenth Amendment to the Constitution of the United States has been repealed by the Twenty-first and so far as the federal government is concerned there is no liquor prohibition, it is well known that millions of listeners throughout the United States do not use intoxicating liquors and many children of both users and non-users are part of the listening public. The Commission asks the broadcasters and advertisers to bear this in mind.

"The Commission will designate for hearing the renewal applications of all stations unmindful of the foregoing and they will be required to make a showing that their continued operation will serve public interest, convenience and necessity."

Stations Accept Accounts

AS WAS expected, the ruling evoked diverse interpretations among stations and advertisers. Many stations, however, are interpreting the press release liberally and are accepting liquor accounts. A number of stations have been advised by their attorneys that the ruling in no sense disbars liquor advertising and there is serious doubt that the Commission, in issuing the "press release," was within the limitations of the radio law.

In some quarters the press release is viewed as direct censorship of radio programs, and it is held that the Commission assumed the role of censor in issuing the statement. Should this attitude not be contested, one prominent newspaper writer stated in a syndicated article, then it is logical to assume that the federal government has the right to rule what can be read as well as "heard" by the public. In other words, the radio ruling is regarded as a direct threat against newspapers.

Compromise Is Adopted

MOREOVER, it is pointed out that the government, by fostering repeal of the prohibition laws, sought mainly to derive revenues to help offset its deficit and to eliminate the bootlegger. Yet, one of its agencies—the Radio Commission—takes a step which in its mildest sense must be interpreted as a move to discourage lawful industries and merchants from advertising the very commodities which another branch of the government is fostering, it is contended.

The decision to issue a press release rather than a regulation was reached by the Commission after several months of deliberation during which sharp differences of opinion developed. The press release was adopted unanimously as a compromise. It was felt that some announcement should be made since erroneous reports had been widely published that the Commission had decided to ban hard liquor advertising. The information had been given out by a subordinate before the Commission had even considered a recommendation of its legal division, which had been instructed to study the matter.

Restraint on Credits

IT WAS pointed out that the press release is general in its application and that it was found inadvisable to attempt to prescribe precise rules to govern stations. For example, it was pointed out, liquor advertising of a restrained nature might cause no protest whatever in a wet state, whereas in certain dry areas the same character of advertising would prove obnoxious. Each broadcaster and advertiser, under the ruling, must determine for himself what constitutes "public interest, convenience and necessity" in drafting advertising credits.

While the commission did not officially essay to advise stations as to how the ruling should be interpreted, it indicated that such factors as the time of liquor program broadcasts and avoidance of extravagant statements should be considered. Such programs, it is felt, should not normally be presented when minors make up a substantial part of the audience, as in early evening. Commercial credits should not urge the use of liquor for health reasons. "Brand-name" reminders and good will types of credits conform with the general interpretation of "public interest" advertising, it was pointed out.

While not quoted in the Commission's press release, or alluded to in any way officially, the Commission's legal division concluded that as there is no federal law prohibiting advertising of liquors over the air stations must be governed by the laws of their own states relating to the sale, consumption and advertising of intoxicating liquors within their boundaries. There are about 18 such states, according to the Post Office Department.

Network Advertising

THE COMMISSION'S lawyers concluded also that advertising of liquors over networks is permissible if the programs originate in wet states. Similarly, it was held that such programs can be relayed into dry states via networks but may not be produced or originated in states prohibiting liquor advertising.

In view of the recent repeal by Congress of the Reed Amendment, which had prohibited use of the mails into dry states by periodicals carrying liquor advertising, it is definitely settled from the legal standpoint that the Commission cannot promulgate a regulation in any fashion restricting liquor advertising.

WOR BITES LISTENER

Warns Dry States to Tune Out Gin Ad Program

WHEN a radio station invites certain of its listeners to "tune out" its program—that's news. And that is what WOR, Newark, is doing as a safeguard against possible reactions to its first liquor account, sponsored by the Mount Rose Distilling Corp. (Mount Rose Gin).

When the initial program was broadcast Feb. 8 at 7:30 p. m., the announcer opened with this statement:

"Those listening in from dry states may now tune out this station, for the next program is not intended to offer alcoholic beverages for sale or delivery in any state or community wherein the advertising, sale or delivery is unlawful."

Capt. Hooper is Relieved As Chief of Naval Radio

CAPT. S. C. HOOPER, since 1928 director of naval communications and previously acting chief engineer for the Radio Commission, on Feb. 3 was ordered transferred to the War Plans Section of the Office of Naval Operations. The change becomes effective about June 1, at which time Capt. James A. Richardson, now at the Navy War College, will succeed Capt. Hooper.

Captain Hooper has been vitally interested in all allocation matters of international character. He opposed enlargement of the broadcast band in the discussions last year preparatory to the North American Conference. As a member of the Interdepartmental Committee on Communications named by Secretary of Commerce Roper, he submitted a minority report opposing proposed creation of a communications commission and sanction of monopolies in wire and radio communication fields.

WNEW Takes Air With Radio Review

Rates Show Marked Increase Over WAAM and WODA

CLAIMING to be "the largest regional station in the metropolitan area," WNEW went on the air Feb. 13 from studios in New York and Newark, N. J. With six-sevenths time, day power of 2½ kw. and night power of 1 kw., on 1,250 kcs., WNEW is a combination of WAAM, Newark, and WODA, Paterson. Its rates show a marked increase over those of either of its component stations.

Schedule of Rates

FROM 8 a. m. to 6 p. m. and from 11 p. m. to the sign-off at 3 a. m., the rates are: 5 minutes, $31.25; 15 minutes, $62.50; half-hour, $100; hour, $175. From 6 p. m. to 7 p. m. they are: 5 minutes, $50; 15 minutes, $100; half-hour, $150; hour, $250, and from 7 p. m. to 11 p. m.: 5 minutes, $62.50; 15 minutes, $125; half-hour, $200; hour, $350. Usual time discounts are allowed. The advertiser is billed an additional 4 per cent on net time charges to cover the levy made by the American Society of Authors, Composers and Publishers.

The six studios at 501 Madison Avenue, New York, formerly occupied by the Amalgamated Broadcasting System, have been surveyed by experts of the Electrical Research Products, Inc., and further tests will be made to determine the best acoustical treatment for the lay-out. Condenser microphones are being employed.

Personnel of Station

PERSONNEL of the station comprises:

Milton Biow, president of the Biow Company, as president; Richard O'Dea, former owner of WODA, vice president and technical director; Donald Clark, former continuity editor of WOR and CBS, as program director; Sybil Siegal, from WMCA, commercial traffic manager; Zoel Parenteau, from KDKA, Pittsburgh, musical director and conductor; Walton Butterfield, from Paramount-Publix, CBS and NBC, dramatic and continuity director; Max J. Weiner, chief engineer, and William Farren, from KDKA, chief announcer.

The opening program was designed to avoid the impression that it was arranged for a visible audience present in the studios. It consisted of a one-hour dramatized history of radio, leading up to the inauguration of WNEW, ending with a revue by all the talent so far signed by the station.

New WCAE On Air

INITIAL OPERATION of WCAE, Pittsburgh, wth its new transmitter, was observed with a half-hour dedicatory program over an NBC-WEAF network from 11 to 11:30 p. m., Feb. 10. Vice Chairman Thad H. Brown, of the Radio Commission, and Dr. C. B. Jolliffe, Commission chief engineer, were guests at the dedication and spoke briefly on the special program. Ray Perkins was master of ceremonies.

Radio Pulls For Cut-Rate Drug Company

By JOHN W. MABRY
Merchandising Manager, Katz Drug Co, Kansas City

Auction Sale Draws 50,000 After Time Signal is Used; Broadcast Called Good Medium for Ballyhoo

EXPERIMENTS with broadcast advertising by one of the middle west's largest retail drug companies has proved that radio is an excellent medium for promoting a stunt like the "million dollar auction sale" of the Katz Drug Co. A convention hall was packed with persons attracted to the auction by the ballyhoo, largely over the air. Mr. Mabry admits, however, that it is the steady use of radio time that counts most. The sponsor does not confine his radio activities to the daily program, though, but constantly experiments with special promotional broadcasts. And sales results are gratifying.

Mr. Mabry

"JUST LOOK at this beautiful grandfather clock radio—just look at it! I am bid 140,000 bucks — who'll bid more?"

"One hundred and fifty thousand bucks!"

"Sold!"

These four sentences marked the high point of a great, moneyless auction, the climax of a million dollar sale, a landmark in the history of a famous Kansas City drug company, and an epoch in the rise of an aggressive, sunrise-to-sunset broadcasting station. The impossible had been accomplished, and radio had helped.

Origin of Sponsor

FOR THE BENEFIT of those who are not directly connected with the channels of retail distribution, perhaps some introduction should be made of the Katz Drug Company, though no introduction is necessary in the case of the thousands who sell to the retail drug trade.

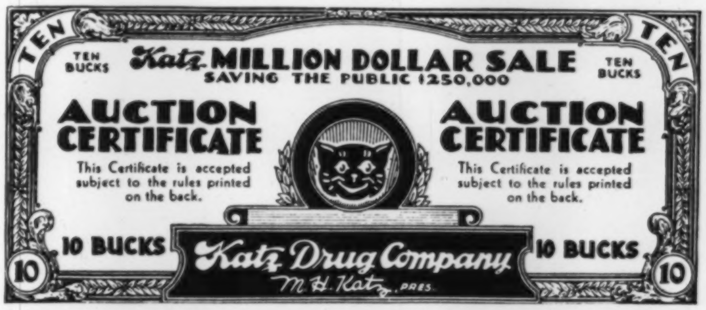
Eighteen years ago the "World's Leading Cut-Rate Drug Stores" were founded in Kansas City by two forward-looking, unconventional business men, Isaac Katz and M. H. Katz. When I say that they were unconventional, I mean that they totally disregarded all of the traditions of business laid down at that time. They selected locations far off the ordinary run of business; they advertised aggressively and extensively, and they kept their prices not only moving constantly up and down, but also averaging well below the general market. Some business men gave them three months, others thought they'd last a year, but no one in Kansas City dreamed that the Katz Drug Co. would grow into an $8,000,000 business. Today Katz possesses six stores in greater Kansas City, one in St. Joseph, Mo., and another in Des Moines.

Here is where radio comes into the picture. Katz, with its present radio experiment, is not just entering a new field. It had tried radio in several different forms before, but never had the results been sufficiently satisfactory to warrant great faith in the medium.

Consents to Trial

IN PLANNING the Katz Million Dollar Sale, which is held annually during almost the entire month of November, executives of the Katz Drug Co. had almost definitely decided that no radio would be used. all of the sale plans had been drawn up without it. Newspaper and store display were our tested media, and we were not going to add to the list. For more than a year, however, Bert Bidwell, sales manager for WHB, had been soliciting us to take the Musical Clock, WHB's time signal feature which was originated as a sustaining more than two and a half years ago. Surveys indicated that the clock had a big audience, and we knew also that the feature had unquestionable sales power. Since vast advertising appropriations had been made to publicize the Million Dollar Sale, Katz had little to lose.

The company determined to take the Musical Clock and test radio for the last time. If it failed to show definite, measureable results, Katz was through with the air!



TEN
TEN
TEN BUCKS
Katz MILLION DOLLAR SALE
SAVING THE PUBLIC $250,000
TEN BUCKS
AUCTION CERTIFICATE
This Certificate is accepted subject to the rules printed on the back.
AUCTION CERTIFICATE
This Certificate is accepted subject to the rules printed on the back.
10
10 BUCKS
Katz Drug Company
M. H. Katz, PRES.
10 BUCKS
10

PASSING THE BUCKS—That's what the Katz Drug Co. did with these certificates, given out with over-the-counter sales, which were "negotiable" at an auction held in Kansas City's famed convention hall attended by 50,000 persons.

We are now on our second contract. This means that the Musical Clock has succeeded so far, but it does not mean that the test has been discontinued. We are constantly testing and checking results. The impression that Katz made upon other concerns by taking the Musical Clock may be seen in the fact that two copies of the clock quickly sprang into being in the Kansas City market. WHB's audience did not change over, however. One rival sponsor has already changed his time, and surveys showing Katz far in the lead makes it clear that WHB's sustaining audience is faithful—that the early morning hours are not conducive to dial-twisting.

In its use of newspaper space, Katz has been known as a consistent tester. Time and time again advertised merchandise has been "hidden under the counters" to see if consumer demand would drag it out. When beginning with radio, Katz feared that it would be impossible to make a similar test, and greatly disliked the idea of working in the dark. Mr. Bidwell, who contacted the account, suggested that special prices be put on certain items, and that those prices be given only if the customer mentions the Musical Clock. Today "Mention the Musical Clock" is a byword in Kansas City.

Radio Sales Charted

BEFORE me are a series of mimeographed sheets which record, as nothing else could, the pulling power of this unusual radio program. They give the exact sales in every Katz store on every Musical Clock test, and there is one in my file for almost every day Katz has been on the air. We have sold shirts, cosmetics, watch crystals, salted peanuts, patent medicines, cigarettes and hundreds of other items to Musical Clock listeners. We knew that they appreciated the program. We're convinced only after finding that they buy from the program!

But say what you will, radio serves its best purpose when real *ballyhoo*, not just merchandise sales, are demanded. That's the reason why the Musical Clock fitted in so well with Katz plans for a gigantic "moneyless" auction, the climax of the successful Million Dollar Sale. The auction was not a sombre selling of goods, it was a show—a spectacle! During the sale a certificate for "ten bucks" was given with each 25-cent purchase. Customers reached for them—scrambled for them! They had been advised by radio and the press that "bucks" would be real legal tender at Katz auction in Convention Hall, Dec. 2.

Since more than an auction was necessary to entertain the thousands which would crowd to Convention Hall, Katz again made use of its radio contact. John Schilling, general manager of WHB, arranged for a 17-piece orchestra, recruited from the finest musicians in Kansas City. He also organized a complete floor show of WHB celebrities, including the Songcopators, Herb Cook and his Three Little Words, Virge Bingham, Blanche Labow, "Sunny" Jarvies and others.

The veteran doorman had never seen as many people as flocked into Convention Hall's vast arena Dec. 2. A crowd of nearly 50,000 excited spectators thronged into the great hall. On the arena floor, where all bidding was done, only a sea of heads appeared.

16,000 Articles Sold

IN SPITE of this tremendous crowd, however, Katz' auction guests were amazingly good humored and quiet. When the show was presented, the artists did not have even so much as a whisper to work against. When the bidding started, the crowds let loose. Staying on the scene until 2:30 a. m., they took away every one of the more than 16,000 articles Katz auctioned.

This is just one of the ballyhoo deals in which Katz has used the radio. In another direction it gives even greater promise. During November, Ben Bernie, the "Old Maestro," arrived in Kansas City for an appearance at a local theatre. Since Katz is Kansas City's largest distributor for Pabst Blue Ribbon Beer, it was arranged with the manufacturers to have Bernie and his boys make daily appearances on the WHB "Staff Frolic" during the week of the show. As a merchandising tie-up, all Katz stores served the "Ben Bernie Special," a sandwich and a glass of Blue Ribbon beer during the week. This unusual stunt brought a tremendous amount of favorable comment, as well as actual sales.

Katz isn't yet through with its experimentation with radio, but if other experiments are as successful as the Musical Clock has so far proved, radio is due to receive more and more consideration as time goes on.

Radio News Plan Agreed to by Nets, Press Associations

NAB Withholds its Decision; Some Opposition Voiced

IN LINE with the plan worked out by the two major networks and by the three principal press associations material for morning and evening news flash broadcasts five minutes in length will be supplied by the press associations to networks and broadcasting stations beginning March 1. The arrangement, the terms of which are published in full on this page, is looked upon by both groups as a solution of the prolonged controversy between radio and the press.

Adopted as a "program" rather than as an agreement, the plan has not been approved by the NAB in behalf of its independent station members. The program does not govern local news broadcasts based on arrangement between stations and local newspapers, but it recommends the broadcasting of news by newspaper-owned and independently-owned stations on a basis comparable to the plan adopted by the networks and press associations.

Restricted as to Time

IN EVERY essential detail, the final program coincides with the analysis published in the Feb. 1 issue of BROADCASTING. The news flash periods are to be restricted on the air to not earlier than 9:30 a. m. and 9 p. m., local station time, as sustaining features only. Occasional news bulletins of "transcendent importance" will be furnished broadcasters at other times. The program specifies also that radio commentators will devote their broadcasts to "a generalization and background of general news situations and eliminate the present practice of the recital of spot news."

Edwin S. Friendly, business manager of the NEW YORK SUN and member of the executive committee of the Publishers' National Radio Committee, was elected chairman of the Administration Committee to organize the bureau in cooperation with the Publishers' National Radio Committee and in accordance with the program. He designated James W. Barrett, former city editor of the NEW YORK AMERICAN, as editor of the bureau to supply the radio reports.

Cost to Broadcasters

THIS BUREAU will receive the full reports of the Associated Press, United Press and International News Service, from which will be selected sufficient bulletins of not more than 30 words each to fill the two five-minute broadcasts. These will be furnished without cost to the networks and stations, but the expense of maintaining the bureau, including salaries of the editor and his assistants, will be prorated among the broadcasters subscribing to the service.

The committee set up to control and supervise the news bureau, in addition to Chairman Friendly, consists of Lloyd Stratton, for the

(*Continued on page 33*)

The Radio-Press Program

THE FULL text of the program worked out by NBC and CBS and the three press associations, covering news broadcasts effective March 1, follows:

After a series of conferences, the newspaper, press association and radio groups met at the Hotel Biltmore and arranged that the program for news broadcasting should become effective March 1, 1934.

Edwin S. Friendly, of the executive committee of the Publishers' National Radio Committee, was elected chairman of the Administration Committee to organize the bureau in cooperation with the Publishers' National Radio Committee and in accordance with the program outlined.

Nets Make Concessions

REPRESENTED at the meeting were: Associated Press, United Press, International News Service, National Broadcasting Company, Columbia Broadcasting System, and the Publishers' National Radio Committee. The managing director of the National Association of Broadcasters was present at the meeting as an observer.

The CBS and the NBC have announced that in accordance with their previously expressed intention they have decided to withdraw from the news-gathering field.

That a committee consisting of one representative of the American Newspaper Publishers Association, one representative each from the United Press, the Associated Press and the International News Service, one representative from the National Association of Broadcasters, and one representative each from the NBC and the CBS, totaling seven members, with one vote each, should constitute a committee to set up with proper editorial control and supervision a bureau designed to furnish to the radio broadcasters brief daily news bulletins for broadcasting purposes. The chairman of the above committee will be the representative of the American Newspaper Publishers Association and a member of the Publishers National Radio Committee. All actions of this committee will be in conjunction with the Publishers National Radio Committee.

Purpose of Program

THE NEWSPAPER and press association members of this committee are authorized and empowered to select such editor, or editors, and establish such a bureau as may be necessary to carry out the purposes of this program to-wit:

> **To receive from each of the three principal press associations copies of their respective day and night press reports, from which shall be selected bulletins of not more than 30 words each, sufficient to fill two broadcast periods daily of not more than five minutes each.**

It is proposed that a broadcast, to be based upon bulletins taken from the morning newspaper report, will be put on the air by the broadcasters not earlier than 9:30 a. m., local station time, and the broadcast based upon the day newspaper report will not be put on the air by the broadcasters prior to 9 p. m., local station time.

It is agreed that these news broadcasts will not be sold for commercial purposes.

Proportionate Expense

ALL EXPENSE incident to the functioning of this bureau will be borne by the broadcasters. Any station may have access to these broadcast reports upon the basis of this program, upon its request and agreement to pay its proportionate share of the expense involved.

Occasional news bulletins of transcendent importance, as a matter of public service, will be furnished to broadcasters, as the occasion may arise at times other than the stated periods above. These bulletins will be written and broadcast in such a manner as to stimulate public interest in the reading of newspapers.

The broadcasters agree to arrange the broadcasts by their commentators in such a manner that these periods will be devoted to a generalization and background of general news situations and eliminate the present practice of the recital of spot news.

Encourages Local "Program"

A PART of this program is to secure the broadcasting of news by newspaper-owned stations and independently-owned stations on a basis comparable to the foregoing schedule. The press associations will inform their clients or members concerning the broadcasting of news from press association reports as set forth in the foregoing schedule.

The Publishers' National Radio Committee will recommend to all newspaper publishers the above program for their approval, and will urge upon the members of the Associated Press and the managements of the International News Service and the United Press the adoption of this program.

By this program it is believed that public interest will be served by making available to any radio station in the United States for broadcasting purposes brief daily reports of authentic news collected by the press associations, as well as making available to the public through the radio stations news of transcendent importance with the least possible delay.

Newspaper Plans Tests in Facsimile

Milwaukee Journal not Afraid Of Affect on the Press

Mr. Damm

INSTEAD of being fearful that facsimilie broadcasting may usurp some of the prerogatives of newspapers, the MILWAUKEE JOURNAL, which operates WTMJ, is preparing to do some experimenting in the new field of transmission, according to Walter J. Damm, manager of WTMJ.

The JOURNAL'S experiments will be on 1,652 kc. and in the ultra-high frequencies, a third application for use of 620 kc. not to exceed three minutes during the broadcast day having been withdrawn. A demonstration is planned Feb. 26 in New York for the press and the Radio Commission.

The transmitter, which will use 1,652 kc. will be known as W9XAZ and will operate with 1 kw., while the station using the ultra-high frequencies between 40,000 and 660,000 kc. will operate with 500 watts. The system to be adopted by the JOURNAL was invented by John V. L. Hogan, consulting radio engineer of New York.

One of the first newspapers in the United States to become actively interested in broadcasting, the JOURNAL has also been conducting television experiments for the last two years. While realizing that facsimile transmission is still in the experimental stage, the JOURNAL believes that its development is sufficient to justify expenditures by persons interested in the novel for receivers or parts to build receiving equipment, according to Mr. Damm. The broadcasts will be chiefly in the nature of program service.

Mr. Damm said the JOURNAL has no fear that facsimile broadcasting will seriously affect the press, but it does feel that, since facsimile offers the possibilities of rendering a service similar to that furnished by the newspaper, it ought to get in on the experiments.

He pointed out that at the present speed of facsimile transmission, it would take 25 hours to reproduce a 36-page, 8-column newspaper. The JOURNAL wishes to be ready to serve the public with the new medium when facsimile broadcasting becomes practical.

Baseball Broadcast Ban Proclaimed in St. Louis

BROADCASTS of major league baseball games in St. Louis will be prohibited during the 1934 season, managements of the Cardinals and Browns announced Feb. 3. The games have been broadcast for several seasons by St. Louis stations which paid for the privilege.

Action was taken in line with the understanding reached at the business meeting of the major league ball clubs several months ago that each team should decide for itself what broadcasting policy it will pursue. A majority of the clubs, it is understood, will permit broadcasting as in the past.

XUM

"All The News That's Fit to Listen To"

Richfield Reporter Carefully Edits Nightly Radio Reports; Commercially Sponsored Broadcasts Free of Bias

WITH ALL the talk and negotiations about news broadcasting, this account of the success of the Richfield Reporter, a commercially sponsored news program on the Pacific coast, throws some new light on the issue. In existence now almost three years, the Richfield Reporter has a international audience, although it is limited to six west coast stations. The writer points out some of the advantages of this type of selected news broadcasts. Perhaps this story will explain why there has been objection to the radio-press tieup on the Pacific coast

By HERBERT CARL BERNSTEN
H. C. Bernsten Advertising Agency, Los Angeles

ON APRIL 6, 1931, there was launched for our client, the Richfield Oil Company of California, a new, bold attempt in radio, a news broadcasting service gauged to fit into the psychological requirements of personal delivery into millions of homes of news that was fit to listen to. Now with a record of more than 850 nightly broadcasts, the Richfield Reporter has become an international institution, a part of the daily lives of countless men, women, and children not only throughout the American west, but in such far off places as Christmas Islands, the Arctic, and the Antipodes.

Brisk, simple, yet analytical for the sake of complete clarity, terse and pointed, brought into the open from behind all political and sectarian smoke screens, news of the world goes out over the ether lanes through this unique service from the NBC western network over six stations, to reach immediately radio listeners scattered to the four winds.

News Carefully Selected

THE RICHFIELD Reporter goes on the air every night at 10 o'clock, Pacific coast time, from the NBC studios at KFI, Los Angeles. From the day of its inception this service has earned a staggering volume of commendation from the listeners it serves. It is not a service of simply reading material prepared for print. First, the news is gathered from original sources, analyzed, verified. All the negative and positive factors are considered. Then the information is prepared for the air, with a technique different than used for the printed word.

A great deal of news matter printed in the daily press is rejected for this service, as unfit to be delivered to the family group. The bulk of sex, divorce, crime, and scandal stories are taboo, and this type of news is used only when persons of great prominence are involved, and then but in a simple, factual form. Psychologically, news containing the elements of the perverse, the alarming, or the suggestive becomes more prominent and shocking when delivered by the human voice.

All news is given with an unbiased viewpoint. It is censored by not one editor, but a staff of editors. Controversial matters are stripped of fancy verbiage intended to intrigue and convince, yet the facts are given for the sake of public service. The bickerings of partisanship intended to convert minds to some specific cause are barred. Local, state, and national governmental news is treated in direct non-political, explanatory style.

Clean and Concise

NEWS is condensed, not to the shortest possible number of words, but to the shortest length compatible with clearness. The broadcast is confined to minutes, so salient facts must be presented in a form that makes them quickly understandable to listeners of all types and classes.

The famous "W's" of news, Who? Why? What? When? and Where? must be disposed of with the greatest economy of words possible, yet the listeners must be satisfied that they have been answered.

The Richfield Reporter is not only a news broadcast. It provides feature material of informative or timely interest. It brings to the microphone personalities of the hour in the fields of business, finance, law, economics, sports, society, literature, music, art and science, and the military.

To thousands of human beings the Richfield Reporter is their only link with civilization. Each night at 10 o'clock, millions tune in to hear the vibrant, friendly voice of the Richfield Reporter. He registers with his audience not because he visions he is talking to millions, but rather because he considers himself making a personal call on a family living in a ranch house far from civilization—a father, a mother, with sons and daughters of varying ages—and giving them the news of the day.

Cosmopolitan "Family"

HIS "FAMILY" has responded to his broadcasts with letters from de luxe passenger liners, yachts, fishing and whaling boats in the seven seas. Men isolated in the waste lands of the Arctic—out in the lonely cattle and sheep country of the west—men living in shacks on mining claims in the fastness of desolate mountains, others living in logging camps, some buried in the steaming jungles of the tropics — government employes in light houses and radio stations in mid-Pacific, business men and women living in Hawaii, Alaska, Australia, the South Seas, and in all states of the United States, and Mexico have sent expressions of appreciation and commendation.

In January, 1932, a poll was conducted by a national magazine to discover the most popular program reaching the Pacific coast. It showed the Richfield Reporter was the most popular program originating on the Pacific coast—and was second only to "Amos 'n' Andy" in total number of votes received.

Four hours after the Long Beach earthquake last March this news service was on the air with a complete report, covering all information available to that time, and giving an official list of the dead and injured to allay the fears of relatives and friends who could obtain news from the area in no other way. The NBC considered this service of enough importance to release the program over both its networks, comprising 99 stations in the United States and Canada.

Helped Restore Confidence

BEFORE the NRA was instituted, this news service broadcast nightly a feature called "Good News for Today," reporting improvement in business conditions in specific communities, the reopening of manufacturing plants, expansions, reemployment of men and women. Inauguration of this program prompted chambers of commerce, civic organizations and civic leaders to fall in line with their own program of publicizing the news of better times, and created a psychological reaction which business men admitted helped restore public confidence.

The sponsors have been very careful not to overstep the bounds of good judgment in their commercial announcements on this news broadcast. The theme for their announcements has been dictated by the listeners themselves, based on letters of comment and criticism. This radio strategy has proved of tremendous benefit, in that the sponsor knows what type of announcement is acceptable to listeners.

Since this news broadcast has been on the air, Richfield has distributed, free, more than three and one-half million pieces of practical literature to people of the Pacific

(*Continued on page 26*)

RADIO PRODIGY—Jackie Merkle, 5-year-old mind reader, who created a sensation on KSO, Des Moines, and the station's executives: (left to right) J. C. Hanrahan, executive vice president and general manager; Woody Woods, production manager; Craig Lawrence, sales manager; and H. R. Sheridan, station manager.

AN ACT customarily limited to the stage was presented the first week of February by KSO, Des Moines, with considerable success, both in the revenue it returned and in the listener interest it aroused. Jackie Merkle, five and a half year old mind reader, who with his father has played in vaudeville, made his debut on the air.

When the program was announced, many skeptics predicted that it would be a failure because the act was designed for stage presentation, where the performer can utilize his personality as well as his talent to win his audience.

Sponsorship was sold to a Des Moines baking company, which reported an immediate increase in sales, and KSO derived additional profit from personal appearance of Jackie at several downtown stores. Wherever the boy went he drew enormous crowds, and hundreds were turned away from the station's studios. Finally all were barred save invited guests of the sponsor.

The program was handled as it might have been done in the theater. An announcer with a portable microphone roved around the studio and invited guests to ask Merkle questions. Questions were transmitted to the boy by his father, and the answers went out over a stationary microphone.

Scott Howe Bowen is Nucleus Of Spot-Selling Station Group

John Shepard, III, Heads Group Broadcasters, Inc.; SHB to be Absorbed Gradually by New Unit

Mr. Bowen

FORMATION of Group Broadcasters, Inc., an organization of independently owned radio stations in key markets joined for the sale of spot time, was consummated Feb. 9 in New York, with the Scott Howe Bowen organization as the nucleus. The latter will eventually be absorbed by the new group.

Charter members of the group, which participated in the six-day organization meeting, are the Yankee Network; WOR, Newark; WGR and WKBW, Buffalo; CKLW, Detroit; WLW and WSAI, Cincinnati; KMBC, Kansas City; WHK, Cleveland, and KWK, St. Louis. Basic members in Chicago, Philadelphia, and Pittsburgh will be announced later. Together with supplementary stations to be joined in the project, the total station roster will be about 25.

Rates Are Low

RATES for the stations will be either the network card rate or the station's rate, whichever happens to be lowest. Transcription production costs will be absorbed by the stations, just as are line charges for network programs. Thus, Mr. Bowen pointed out, the stations' time may be purchased at the equivalent of or even below network rates for the same stations. A minimum of ten stations in the basic territory, said to cover 70 per cent of the population, will be required.

The following directors were elected at the organization meeting:

John Shepard, III, Yankee Network, president; Scott Howe Bowen, executive vice president, in direct charge of sales; Norman Craig, of the SHB organization, vice president; C. A. Dunham, business associate of Mr. Bowen, secretary-treasurer, and A. A. Cormier, director of sales, WOR, director. Elected to membership on the executive committee were Mr. Cormier, chairman; Arthur B. Church, KMBC; I. R. Lounsberry, WGR-WKBW; Harry Howlett, WHK, and Thomas P. Convey, KWK.

National Spot Promotion

MR. BOWEN announced that Group Broadcasters, Inc., will be devoted exclusively to the promotion of spot broadcasting business on a national scale. The stations in the group will be represented on an exclusive basis for group selling, and it is expected that the organization eventually will represent exclusively all member stations. It will gradually absorb the present Bowen organization. The agreement with basic stations is for three years. Supervision of operation and matters of policy will be vested in the executive committee. The company is incorporated in New York.

The organization, it was pointed out, will be operated on a cooperative basis, with stations paying to the corporation something less than 15 per cent commission. As soon as the organization is fully under way, the Bowen concern intends to withdraw from the competitive spot field and will represent the corporation stations exclusively. Since Byers Recording Laboratories is a Bowen concern, it will be available to the new organization for spot program production.

Capable of Expanding

FOR THE present, it was announced, the group will limit its activities within the basic area, covering some 70 per cent of the population, 65 per cent of the wealth and 72 per cent of the radio sets. Should demand from advertisers warrant, its activities will be extended but would still be confined to major markets.

An intensive sales, sales promotion, advertising and publicity campaign will be launched, to reach national advertisers and agencies with the slogan: "The best buy in broadcasting."

Mr. Shepard

The special network rates, it was pointed out, are available only to advertisers taking a minimum of ten stations. There is, however, no restriction imposed as to which group of ten or more stations the advertisers shall take, except that the New York outlet will be mandatory. Choice of stations is regarded as a question to be decided according to each advertiser's distribution and selling problems.

AAAA Explains Position

WHEN the spot-group idea has been proposed in the past, considerable opposition has been manifested, and the American Association of Advertising Agencies has been credited with taking the lead against it. When informed of the organization of Group Broadcasters, Frederick R. Gamble, executive secretary of AAAA, declared that his association has "taken no official position in regard to it," and added that the only reference to such a policy contained in the records of AAAA was the following plank in the platform of the committee on radio broadcasting, for the advancement of radio advertising:

"Demand publication of all individual rates of stations offered at special rates in combination with other stations."

On the basis of the policy contained in this statement, there would seem to be no reason to anticipate opposition to the group from the AAAA, since the rate structure has been determined by taking the card rate of each station for network sale. Mr. Bowen said the project had been discussed with numerous advertising and agency executives and that it has their support.

Statement by Shepard

IN A STATEMENT after completion of the organization, Mr. Shepard said:

"As chairman of the code committee of the NRA, I have long felt the need of bringing order out of the chaos in the station representation and spot broadcasting field. To date there has been no organized effort exclusively devoted to the education of national advertisers regarding the potentialities of the use of individual radio stations. Group Broadcasters, Inc., marks a definite milestone in the promotion of this type of broadcasting in that the organization is the first concrete expression on the part of stations themselves rather than of outside representatives."

Asked regarding the position of the organization in relation to the networks, particularly since practically all the member stations are also network outlets, Mr. Shepard said:

Relation to Network

"GROUP Broadcasters, Inc., was created for an entirely constructive purpose—to foster the increased use of radio among national advertisers. Up to the present time the networks have been the major source of national business for the stations. There is no reason why the station itself, which is so vitally interested in the national business it receives, should not extend its own efforts in this field and secure its share of national accounts by means of a carefully coordinated sales plan similar in scope and effectiveness to that of other media, such as the national magazine and Sunday newspaper groups."

Consumers Help Select Talent of New Program

INAUGURATING "Waves of Romance," the Rieser Co., New York (Venida hair nets) decided to present Ted Black's orchestra with a male vocalist. In selecting the vocalist, the sponsors invited young women from offices and factories to the audition rooms. After four auditions Vincent Calendo, heard over a local New York station but with no network record, was selected by the feminine listeners. So he was engaged.

Titan Transcription

TITAN PRODUCTION Co., Inc., San Francisco, reports placing the following new transcription accounts: California Hotel, San Francisco, 5-minute programs, thru Bob Roberts & Associates, on KOH, KFBK, KMJ and KWG; Clark Hotel, 1-minute announcements, thru Walter Biddick & Co., Los Angeles, KQW, KFEL, KGGC, KGRS, KVOA, KTAB, KMPC, KGKL, KGER, and KOY; Iokelp Tablet Co., San Diego, 5-minute programs, thru Heintz, Pickering & Co., Los Angeles, KPO, KNX, KFWB, KMPC, KOIN and KJR; Hawaiian Avocado Mayonnaise, 1-minute announcements, thru Frank Wright & Associates, KJBS, KTAB, KQW, KMJ and KTAB.

WBS to Sell Stations Daily Recorded Service, Sustaining or Sponsored

INAUGURATION of a comprehensive service of transcribed sustaining programs will be announced soon by World Broadcasting System, with March 1 as the probable starting date.

The service corresponds closely to the newspaper feature syndicate in conception. Stations may sign for either two or four hours of program material a day, seven days a week, and it is expected that about 70 stations will be among the first subscribers. All will be vertical recordings, covering a wide range of audible frequencies, and it is proposed to establish a permanent library of the matrices. Production of the first transcriptions began Feb. 12.

While no formal word was forthcoming from WBS regarding cost of the service, a number of stations have been informed that the two-hour a day service will be available at $70 a week, this charge to absorb the ERPI turntable rentals. The recordings, of course, are open for local sponsorship.

Simmons Dealers Place Local Disks

THE SIMMONS Co., Chicago (beds and mattresses) begins this week an extensive campaign on a large number of stations, using electrical transcriptions. Thomas H. Reese and Co., New York advertising agency, has built six 15-minute programs, featuring interviews with Amelia Earhart, Mrs. Lowell Thomas, Lady Wilkins, Kathryn Dougherty, Edna Woolman Chase and Margaret Livingston, the disks being made by World Broadcasting System.

The manufacturing company has paid the production and manufacturing costs for the programs and is supplying them to dealers at a purely nominal price. The individual dealers will pay for local station time. No definite tabulation of the number of cities in which the program will be heard is yet available, as replies are still being received from dealers, but the total is expected to be about a hundred. The six programs will be presented weekly.

Lesson for Housewives

"BETTER BUYMANSHIP" service designed to teach housewives how to distinguish grades of retail commodities and how to get the most for their money, is a part of the weekly Household Musical Memories program sponsored by the Household Finance Corp. on an NBC-WJZ network. Bulletins carrying buying rules for radio listeners are issued monthly in conjunction with the program.

Coffee Transcriptions

HILLS BROTHERS Coffee Co., San Francisco, has bought a series of 5-minute MacGregor-Sollie transcriptions with Tom Coakley's orchestra for placement on western stations, the first of which is KFSD, San Diego.

Audience Limitations and Advertising

How Listening Charts May Prevent Waste by Sponsor; Poor Sustaining Programs Hurt Commercials

By BENJAMIN SOBY
Benjamin Soby & Associates

IN THE early days of broadcasting, listeners, mainly because of the limitations of their receiving sets, were inclined to tune in and stay with certain stations. This condition does not prevail today. The manufacturers have seen to that. Better transmission and receiving equipment, especially the latter, has made it less difficult to tune in desired stations.

Commercially speaking, the advertiser puts on the best program possible to attract an audience to hear his sales message. If he thought he could accomplish his purpose by less effort, he would doubtlessly do so. In his endeavor to secure as large an audience as possible he is confronted by several obstacles.

Sustaining Programs

THE AUDIENCE of a radio program in any area is limited first by the facilities of the station used. Facilities include not only power and coverage as ascertained by field strength measurements but also the general character and acceptance of all programs broadcast by the station. Obviously, all advertisers' programs cannot be headliners. Some must be interspersed with sustaining programs. If the station, either through necessity or design, provides mediocre entertainment for the sustaining intervals, the audience is inclined to neglect the general offerings, miss the sponsored program, with the advertisers suffering in consequence.

The second limitation of audience is reception. It must not be taken for granted, even though field strength measurements show that a station provides an adequate signal, that all radio homes in the area served can easily hear the programs broadcast. It is surprising how many antiquated receiving sets are still in use. These sets were good in their day. They represent a considerable investment to their owners and, being good furniture, are retained.

Reception Interference

THERE IS reception interference, that is the overlapping of two or more programs, on a great many receiving sets old and new but for different reasons. In the older sets the cause is most likely the lack of selectivity or poor tubes, or perhaps both. In the newer sets with greater sensitivity, where a local station and another, maybe hundreds of miles away, broadcast on the same wave length, the distant station comes in with sufficient volume to be annoying and to discourage listening.

The technical man will say in such cases "Do this or that,—these conditions can be corrected if, etc." True, but when a program is broadcast its *reception will depend upon conditions as they are* and not what we would like them to be. While there are two sides to this question, nevertheless the audience does the broadcaster a favor by listening at all. Therefore it is folly for the broadcaster to say, as we have heard on occasion, and not in a joking manner, "Why don't you get a good set, then you could hear us."

MANY FACTORS determine whether a listener in a certain area is tuned in on a given station. Mr. Soby urges advertisers to consider listening charts rather than a station's coverage in mapping radio campaigns. Audiences, he points out, are governed not only by a station's facilities but by its programs, its classes of programs and their own tastes.

Mr. Soby

Taste of Listeners

THIRD, we have the limitation of the audience itself. In this there are two factors. One is the potential—the maximum number of radio homes it is possible to reach in any area. The 1930 census showed only about half of all the homes had radio sets. In the last three years many new sets have been sold. Undoubtedly many of these were replacements. Still, thousands upon thousands of homes are without radio facilities. The total number of radio homes which can be reached is the limit of the advertising possibilities, while the number of radio homes actually tuned in determine the advertising value of a given program or station.

The other factor of the limitation of audience, and the most troublesome of all, is the opinion of the listeners themselves. Who can judge their likes and dislikes? They exercise their right to change their minds frequently according to their moods and immediate environment. We just tuned out H. G. Wells, speaking from London, because his talking interfered with our writing. An hour or two later we might have listened to his every word.

Submerging Personal Views

IN ATTEMPTING to solve this problem, the first thing to be done is to submerge our personal likes and dislikes. We may, personally, think a certain program is fine, but by making definite checks of who is and who is not listening to it we may find the number of listeners who agree with us is very small, or vice versa. We are acquainted with a certain advertising manager. We know something of his likes and dislikes of current radio programs. Consequently, it was no great surprise when we found his company's program, which he supervised, coincided with his opinion of what is good. We hope there are many who agree with him, but actual-listening records of cross-sections of the radio audience cast some doubt upon the general popularity of this type of program.

The accompanying chart illustrates present day audience reactions. It represents an average for two Sundays, Oct. 1 and Oct. 8, 1933, from 10 a. m. to 10:30 p. m. The area considered is Allegheny County, Pa. The chart was prepared from data gathered from a cross-section of radio listeners, using both urban and rural population. It represents actual listening. Nothing was left to listeners' memory or opinions. Here we have a clear picture of what listeners did, not what they thought they did. Therefore, it represents the likes and dislikes of the radio audience.

Listening Period Increases

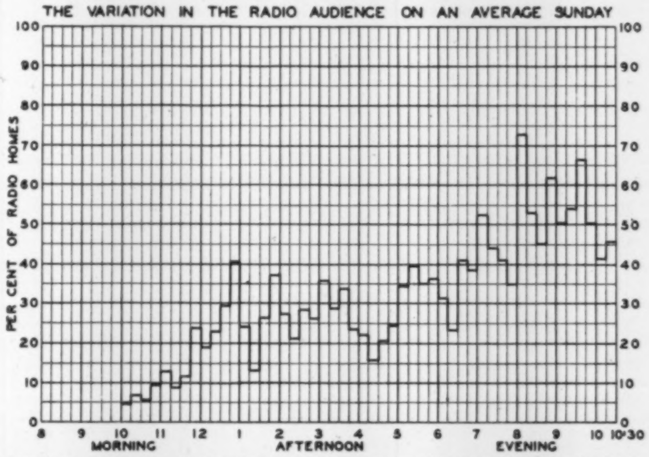
WHILE the chart covers all listening to a number of stations it is not so difficult, especially with the supporting data, to identify the more popular programs. But who can account for the peculiar rise and fall between 8 and 9 o'clock in the evening, or why 33,000 radio homes tuned out immediately following Walter Winchell's broadcast at 9:45.

An interesting fact brought out in this audience measurement is that while the average number of radio homes tuned in daily is about the same the listening period is longer now that it was two years ago. At that time four hours and fifteen minutes represented the average length of time radio sets were turned on. Today, in the same area, this time is well over five hours, a gain of about 25 per cent. This indicates improved conditions all around.

Comparative Values

IT WOULD seem that any advertiser or station wishing to obtain the maximum audience should carefully consider these limitations and be provided with data from frequent audience measurements. A standard procedure should be used to secure this information. Such figures on actual listening provide the only reliable way to know what the audience thinks about the program or station and are comparable. They will show clearly the audience approval or disapproval of the programs broadcast, with the result that audience acceptance of programs and stations may be checked, compared and changed to produce the greatest advertising value to the sponsors.

YARDSTICK OF AUDIENCE VALUE
APPLIED TO THE RADIO AUDIENCE IN ALLEGHENY COUNTY, PA.,
SEPTEMBER 25 TO OCTOBER 8, 1933



NUMBER OF RADIO HOMES LISTENING IN SOMETIME ON AN AVERAGE SUNDAY 151,000
AVERAGE LENGTH OF TIME THESE RADIO SETS ARE TURNED ON 5 HRS. 27 MIN.
COPYRIGHT, 1933, BENJAMIN SOBY & ASSOCIATES, WILKINSBURG, PA.

Radio Pulls Walkers

RADIO as a box office puller proved its worth during the New Orleans "Walka-thon," or walking marathon, held last month, according to Harold Wheelahan, manager of WSMB. Capacity crowds attended the Walka-thon Stadium despite the fact that radio was used exclusively to promote the event. Three daily 15-minute periods were used over WSMB in advance of the marathon.

December Revenue Rises 2.9% Despite Small Station Drop

Nets Absorbing More Time Over Larger Stations

SURPASSING the previous month by 2.9 per cent, gross broadcast advertising revenues for December amounted to $6,152,615, the monthly NAB statistical service report issued Feb. 8 reveals. While December non-network revenues declined 3.9 per cent as compared with November, national network volume was up 7.5 per cent and regional network business rose 9.2 per cent.

Dr. Herman S. Hettinger, University of Pennsylvania economist, who compiles the reports, attributed the drop in individual station business to two factors: (1) the absorption of an increasing proportion of the profitable broadcasting hours by network programs on the larger stations, this trend having been in progress for several months, and (2) what seems to be a slight seasonal decline on the part of radio advertising on smaller stations.

Parallels Newspapers

"IN THE LATTER case," said Dr. Hettinger, "the trend in advertising volume seems to parallel that of the newspaper field. However, it is impossible to say whether the entire decline in small staton revenue has been due to this factor or whether part of it has been caused by unsettled retail business in some section of the country."

December non-network revenues were $2,374,454 as compared with $2,472,718 for the preceding month. National networks realized $3,697,283 in December as compared with $3,439,088, and regional networks $80,878 as against $74,051. Total broadcasting business from July, when the surveys were begun, to December amounted to $29,441,351. Network advertising in December, the analysis disclosed, was especially encouraging, the volume having been the greatest in 20 months and was exceeded only by four months in the entire history of national network broadcasting. The total was 23 per cent higher than for the same month of 1933 and was 2.5 per cent above December, 1931.

Estimate for Year

ON THE BASIS of available figures for the last six months of 1933, it was estimated that the probable total receipts for the sale of time during 1933 amounted to approximately $57,000,000. The six-month figures compiled by NAB showed that of the $29,441,351 total, $16,200,287 was national network; $12,997,432 individual stations and $243,632 regional networks.

The December gross figure for broadcasting compares with advertising expenditures of $40,069,311 in newspapers, $8,524,556 in 108 national magazines reported by Publishers' Information Bureau, and $265,645 in national farm papers. Both newspapers and magazines showed a slight seasonal decline, while farm papers experienced a rather heavy drop as compared with the preceding month.

As far as can be estimated, newspaper advertising volume during 1933 was approximately $441,000,000, or about 11 per cent below the previous year. National magazine volume totalled $97,637,655, or 16 per cent below 1932, while national farm paper revenue declined 17 per cent to $4,131,861.

Non-Net Revenues Drop

CLASSIFIED according to powers, non-network revenues for December as compared with the preceding month, were divided as follows:

	Gross Receipts	
	November	*December*
Over 5,000 w.	$801,630	$778,767
2,500-5,000 w.	302,311	252,030
250-1,000 w.	1,002,911	1,037,911
100 w. & under	365,866	305,828

Non-network advertising in the New England-Middle Atlantic Area declined 14 per cent as compared with November, while that of the Pacific-Mountain area declined about 10 per cent. Since network activities are largely concentrated in these districts, this may be partly the cause of the declines, it was held. Non-network advertising in the Southern area increased about 5 per cent, while slight gains were noted in the North Central area. Increased buying power due to the Government's agricultural program, CWA projects, and similar factors undoubtedly are responsible for this trend.

Local business increased 3.1 per cent as compared with November and stood at the highest point during the last six months. National spot, on the other hand, declined approximately 13 per cent, although still remaining considerably above the September level. During the six-months ended in December, national spot comprised 39.6 per cent of the total individual station non-network business, while local advertising accounted for 60.4 per cent of the volume in the field.

Total national and local spot amounted to $2,374,454 in December as against $2,472,718 the preceding month. In December, national spot totaled $944,520 as compared with $1,085,342 the preceding month. Local spot totaled $1,429,934 in December as compared with $1,387,376. By type of rendition, the non-network revenues of individual stations were divided as follows:

	December	
Type of Rendition	*National Spot*	*Local*
Elect. transcriptions	$344,281	$118,661
Live talent programs	321,304	614,369
Records	6,456	60,017
Spot announcements	272,479	636,887

Spot Announcements Up

IN ANALYZING these figures, NAB pointed out that electrical transcription business declined 6.6 per cent as compared with November, due principally to a rather heavy decrease in national spot volume. There was a slight decline in live talent business which was most local. Record programs increased markedly, and there was considerable increase in spot announcement volume, the latter apparently indicating that small advertisers are coming back to radio.

During the last six months electrical transcriptions have comprised 18.5 per cent of total non-network business, live talent, 44.2 per cent; records, 2.7 per cent, and spot announcements 34.6 per cent.

In the commodity groups, the statistics disclosed tobacco, automobile, household appliances, soaps and kitchen supplies, retail advertising and miscellaneous commodities increased substantially in December as compared with the preceding month. These were offset somewhat, however, by declines in accessories, gasoline and oil, foodstuffs and amusements, while toilet goods and beverages remained about the same.

FIXED RATES AND BUSINESS

Code Authority Regulation Expected to Increase Spot Business Heretofore Driven to Networks

By FREDERIC R. GAMBLE
Executive Secretary, AAAA

Mr. Gamble

THE PRINCIPLE of adhering to published rates is so simple that it seems amazing that any sane media owner could depart from it. There is nothing complicated about maintaining rates. Every media owner publishes a schedule of rates, and then he either maintains it or chisels or permits himself to be chiselled. Sooner or later this practice undermines him and the industry as well, because buyers no longer have confidence in the prices they are paying. If they have been able to shade the rate card, they never know who is getting a still lower rate.

Let any man take an example from his own buying and see how he feels about it as a buyer. He goes into a haberdashery to buy a hat. The price is marked at $10. He likes the hat but tells the dealer he had in mind paying about $8, whereupon the dealer says he can probably let him have it for $9, and there the trouble begins.

If there is anything at all in the American philosophy of a fixed price policy as the strongest foundation for business confidence, then radio stations had better get hold of themselves and stick to just such a policy.

How much business has shifted from spot broadcasting to networks because spot broadcasting rates were subject to barter, nobody knows. How much business has gone out of radio into media with more stable rates, nobody knows, but there is probably a lot of it.

"Yes," say the broadcasters, "but the agencies chisel us down and play us one against the other." "Certainly," the agency replies, "We have to do it to protect ourselves against the possibility of an agency competitor buying lower." And there you have it.

Rates will be respected if they are maintained, and it is known that they will be maintained. Fixed rates facilitate business by removing the necessity for long negotiations over them. Fixed rates hold the respect of every buyer dealing with the medium. The new broadcasting code makes it mandatory for stations to adhere to card rates. Perhaps a few penalties will be required to convince some born oriental bargainers that the Code Authority means business. But the outcome should very soon be clear. Radio station rates will be known to be as quoted and more business will flow into radio on that account.

January Revenues Of Nets Set Mark

JANUARY revenues of NBC and CBS aggregated $3,758,995, with the latter network experiencing the biggest January in its history. NBC gross time sales were $2,373,923 for the month, or $504,038 ahead of the same month of last year. This represented an increase of 27 per cent, and was about $50,000 ahead of December, 1933. NBC announced it was the biggest December-January rise since 1929.

CBS January receipts aggregated $1,386,072, or an increase of 47.2 per cent over January, 1933. In December, 1933, CBS receipts aggregated $1,372,716 for its single network.

Radio Code Blue Eagles To be Distributed Soon By the Code Authority

DISTRIBUTION of the "Code Blue Eagle" among stations complying with the broadcasting industry code soon will be undertaken by the Code Authority under regulations just approved by NRA. The Code Eagle will replace the Blue Eagle, which hereafter will be used to designate only those who are operating under the President's Reemployment Agreement and are without permanent industry codes.

"Each insignia, in addition to identifying the code under which it is issued," NRA Administrator Hugh S. Johnson said, "will bear the registration number of the firm, corporation or individual entitled to display it. They will be distributed by Code Authorities to subscribers."

The letters "NRA" in blue appear between the outstretched wings of the new Code Eagle and under its talons the words "Code (trade or industry registration number) 1934." In smaller letters are also the words "Property of the United States—not for sale" and the patent design number.

Happy Birthday

IN CELEBRATION of its first birthday on the air, Real Silk Hosiery Mills, Inc., Indianapolis (Realsilk hosiery) on Feb. 4 added 15 stations to its NBC network, bringing the total to 40 hooked up for the Ted Weems programs. The new stations are WTMJ, WIBA, WEBC, WKY, KPRC, KTHS, WOAI, WSM, WSB, WJDX, WSMB, WRVA, WPTF, WIS and WFLA. Erwin, Wasey & Co., Chicago, handles the account.

A U. S. Agency That Serves Industry

Commerce Department Unit Useful to Broadcast Trade; Business Encyclopaedia Solves Knotty Problems

By ANDREW W. CRUSE
Chief, Electrical Division, Bureau of Foreign and Domestic Commerce

INDUSTRY, like individuals, is often suspicious of any service that is free. Consequently, many member broadcasters have overlooked the invaluable information that may be had for the asking from the Electrical Division of the Bureau of Foreign and Domestic Commerce. As its new chief explains, the service ranges from furnishing information on foreign radio broadcasting to helping the advertising agency prepare copy. It is rarely that a question proves too difficult for this research organization. Incidentally, Mr. Cruse knows his radio, for he came to Uncle Sam from an executive position with I. T. & T., and used to manage CMC, broadcasting station in Havana.

Mr. Cruse

IT CANNOT be a matter of pride to anyone that so many of the firms in the broadcasting business are unacquainted with the services the United States government maintains for their benefit as business men. It certainly does not appeal to those of us who have to do with making those services available when, however voluminous, the work does not represent more than a small percentage of that the industry could use—and could have for the asking.

One agency of the government is set up strictly for the promotion of private business. It has no regulatory powers. It is not designed to interfere with any lawful operation. It cannot step in and tell a man how to run his business.

Created to Serve

THE DEPARTMENT of Commerce under Secretary Roper, and especially the Bureau of Foreign and Domestic Commerce within that department, is without power to restrict in order that its efforts may be entirely expended in assisting all legitimate business. It is required to, can, and does give information which is useful to a man in running his business, but above all it serves as a clearing house for commercial information and suggestions. Foreign trade promotion is one of its principal activities, but is far from being the only one. Domestic commerce is equally served. The manufacture and sale of tangible products is given considerable attention, but business in intangibles also finds its questions answered there. It is to be distinctly understood that the government of the United States does not limit this commercial service to any specific industry or class of industries.

The Electrical Division of the Bureau of Foreign and Domestic Commerce is the focal point of information on radio broadcasting in its many phases, as a business. Ever since the inception of broadcasting, this division has watched foreign countries and the domestic market—at first as an outlet for the products of American radio factories, but later in the service of broadcasters, log publishers, radio engineers and lawyers, advertising agencies, investment houses, and school children with theses and debates in the offing.

Never "Passes the Buck"

MAINTAINING a proud record of never having "passed the buck," the division has found the answer to many a seemingly baffling question, usually with profit to the inquirer. The division once received a question as to the number of left-handed women in each principal foreign country. A manufacturer of electric irons wanted to know what percentage of each shipment should be equipped with the thumbrest on the appropriate side. The search for the answer included discussions with ethnologists, doctors, business men, statisticians, and scientists in general. The answer was in the mail within a few hours of the receipt of the question. The outstanding revelations were that left-handed people occur in practically the same proportions throughout the world, irrespective of race or characteristic occupations, but that women universally outdo men in this accomplishment.

This record is not maintained for anybody's personal satisfaction. It is not fulfilled for the sake of hanging on to the old job. It is because the realization has come, in years of experience, that some of the most important and useful information can be asked for only with a question that may appear at first thought as being frivolous. Many questions that should be answered in common-school textbooks, are not. More serious-looking questions are effectively routine, and often answered from the knowledge of a division employe. It is the peculiar question I want to emphasize, the question that we sometimes hesitate to ask because it sounds peculiar, that is especially welcomed. The answer is far more likely to be of dollars and cents profit to the inquirer, and the search often brings new and valuable references into our ken.

Service to Broadcasters

THE BROADCASTING industry, perhaps, has less need for a governmental information service than other industries. The peculiar conditions under which it operates have encouraged an unusual self sufficiency, and the technical, legal, advertising, and statistical services necessarily available, both within the individual organizations and as separate cooperating units, are usually well qualified to serve beyond those capacities. This division does not offer to replace them. It is not qualified to do so. It will assist them when asked. Its service is one of information, and on request, of suggestion.

Indeed, it seems almost as if it were ridiculous to expect the broadcasting industry to ask questions outside the ranks of its own and allied industries. It would be ridiculous, but for the fact that in the past so many broadcasters have sought the services of the Electrical Division.

Without Limitations

TO ENUMERATE the services possible under the law and the facilities of the Electrical Division would be to place limitations on its potential services. The first on the list, therefor, is to render the service asked for unless it is one specifically known to fall within the province of another agency which is better qualified to give the answer.

Briefly, we are here to give service on foreign radio market information, maintain records of foreign radio broadcasting services, assist in the sale of radio apparatus on the domestic market, keep in touch with the radio regulations of all countries, watch developments affecting markets and broadcasting, cooperate with trade organizations in their services to their industries, assist the advertising man in preparing campaigns and copy by furnishing the basic data upon which he may build, keep in touch with sources of information, and to extend to every American firm and citizen who wants it such informational services as may be possible from the data collected for these specific purposes. That we have cooperative relations with other government agencies goes without saying. Services to the firms interested in electrical goods in general are of a similar nature.

Criticism Welcomed

THESE ARE not the limits. Not a few "thou shalt not's" are set up about the Electrical Division, but they are mostly designed to protect the confidential nature of information acquired regarding a specific American firm or its operations. They do not interfere with a useful answer to a question which does not ask for such information. On the other hand, there is one "thou shalt"—"Thou shalt serve American business!"

One other kind of communication is especially invited by the Electrical Division. Criticism, containing one small idea that can be incorporated into a project for extending the services, or for correcting a shortcoming, is always welcomed. This organization is operated at the behest of the electrical industries in their service, and the direction of that service is in the hands of those industries. The division personnel will always proceed to serve as they know best, but it is difficult to interpret correctly the needs of the users of services unless those users register their satisfaction or dissatisfaction with the assistance rendered. With criticism, we can correct errors and direct efforts to improvement of services along lines most useful to the industries; without criticism, the direction must necessarily be just what appears to be the proper procedure to us.

Use the Electrical Division as you would use an encyclopaedia. Never let a question of commercial importance lie unanswered, nor fail to make a marginal note when it is called for. The Electrical Division and the branch offices of the Bureau of Foreign and Domestic Commerce in principal cities throughout the country are at your service and under your direction.

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14 Merchandising Stunts Promote Borden Series Of Programs on CBS

PRE-BROADCAST promotion for the Borden Company's CBS show "Forty-Five Minutes in Hollywood," which began Jan. 27, included 14 different merchandising stunts. Among them were counter cards, window strips, buttons for grocery clerks, counter broadsides, truck posters, package inserts, paper caps for delivery men and tags for milk bottles. All were done in the regular Borden red, white and blue color scheme.

Commercial announcements during the first ten weeks of the series will be devoted to the company's cheese products and later to evaporated milk. In 12 cities there are local cut-in commercials for ice cream and dairy subsidiaries.

Since the entire 45-minute program consists mostly of dramatic material, the two dramatized "plugs" (in addition to one straight announcement) are more in keeping with the general character of the program than in most similar commercials. Previously sponsors who have used the dramatized commercial have found that it stood out in contrast with a different type of program, and generally they have discontinued it after a short trial. A striking example of this was the quick change to straight announcements made by Chesterfield after it began radio advertising two years ago.

Dodge Disks Expand

DODGE MOTOR Co., Detroit added 30 stations last fortnight to those taking three daily 1-minute announcements. Stations were selected in cities where automobile shows have been or are being held. Transcriptions are by WBS.

President Indorses Copeland's Revised Food and Drug Bill

Adoption by Congress Seen; Industry Still Opposed

REVISED for the second time, and carrying the endorsement of President Roosevelt, the food, drugs and cosmetics bill sponsored by Senator Copeland (D.), of New York, seems headed for enactment at this session of Congress.

Although still regarded as objectionable to advertising media as well as to manufacturers in several particulars, the bill appears to be a material improvement over the original draft of the Copeland substitute, offered in the Senate Jan. 4 by the New York Senator to replace the so-called Tugwell bill, which had been riddled with objections from every side. The measure will now be reported by Senator Copeland's subcommittee to the full Commerce Committee at its regular meeting Feb. 15.

Confers With President

SENATOR COPELAND conferred with President Roosevelt and Assistant Secretary of Agriculture Tugwell on Feb. 8, after which he announced the measure had full administration endorsement. He said that so far as he was aware, every major objection had been surmounted.

As redrafted, the Copeland measure seems to have only two or three provisions seriously objectionable to the broadcasting industry. The revised definition of advertising, it appears, remains too broad, requirements regarding advertising and labelling of palliatives are too stringent, and provisions relating to self-medication seem too sweeping. Moreover, proprietary groups will object to a provision requiring formula disclosures and presumably will adhere to their demand that the present act be amended as proposed by the Black and Stephens bills, which are identical.

Other Ills Remedied

WITH REGARD to other provisions of the bill against which objections have been raised, first impressions were that these have been remedied. Provision is made for full hearings on all actions of the Food and Drug Administration. Arbitrary powers at first proposed for the Secretary of Agriculture now are reposed in an appeal board of a semi-public character and further recourse to the courts is provided. Advertising provisions are altered so that the manufacturer, rather than the medium is held responsible for false advertisements. Commodity grading provisions, included in the original Tugwell bill as well as in the Copeland substitute, have been eliminated, except that only a single minimum standard rather than several maximum standards is specified.

Chairman Stephens (D.), of Mississippi, of the Senate Commerce Committee, informed **BROADCASTING** Feb. 10 that while the subcommittee would make its report to his committee Feb. 15, the bill could not be given immediate consideration. The measure, he said, is of such far-reaching significance that it must be subjected to a detailed study along with his own measure. At least two weeks will elapse before the committee will be in position to act, he asserted. He did not predict whether further hearings might be necessary.

Formal Statement Issued

FOLLOWING his conference with the President and Prof. Tugwell, Senator Copeland called his subcommittee together and procured favorable action on his revised bill. The subcommittee consists of Senators McNary (R.), of Oregon, and Caraway (D.), of Arkansas, in addition to Senator Copeland. The following statement was issued:

As a result of the hearings early in December before Senator Copeland's subcommittee of the Senate Committee on Commerce on the proposed revision of the Food and Drugs Act (S. 1944), Senator Copeland on Jan. 4, introduced a revised bill (S-2000), which was also referred to his subcommittee. This subcommittee today completed its consideration of S. 2000 and has reported the bill to the full Committee on Commerce with minor revisions. Senator Copeland states that the revised S. 2000 is the result of comprehensive consideration by his subcommittee of all phases of the measure and that the changes are in the interest of clarity and precision with no material change in substance.

One of the principal revisions effected by the subcommittee is with respect to the make-up of the advisory committee provided by the measure to aid the Secretary of Agriculture in establishing definitions and standards for foods. S. 2000 provides that this advisory committee should consist of five members to be appointed by the President with a view to their scientific and technical knowledge of food. Since definitions and standards for food relate to economical questions and do not involve questions of public health Senator Copeland's committee deemed it advisable to provide for a representation of the food industries on the committee. Senator Copeland's committee likewise has provided for equal representation on the Advisory Committee from the Food and Drug Administration, which was barred from such service by the former bill. The Advisory Committee as now provided for is to consist of seven members—three from the general public, two from the Food and Drug Administration, and two from the food industries. The committee is to be nonpartisan and the members from the general public must have no commercial interests in food.

The only other change of any consequence made by Senator Copeland's Committee is to provide that only one standard of quality may be prescribed for a food product. This is an extension to all foods of the provision of the present Food and Drugs Act applicable to canned foods. The committee foresees a multiplicity of difficulties in authorizing the administrative agency to fix more than one quality standard for each food, and S. 2000 which placed no limit on the number of standards that could be fixed for a given food has been modified in this respect.

Copeland's Views

"THE BILL embodies every worthy idea for consumers' protection that has been presented to the committee," said Senator Copeland. "It is a vast improvement over the present law and is sorely needed to conserve the welfare of our people. It should receive their unqualified support. No legitimate commercial interest should fear its provisions, but on the contrary, those who manufacture honest goods should welcome its enactment as a means of reducing unfair competition from dishonest merchants."

On the House side there has been no action of consequence during the last fortnight in connection with the legislation. Rep. Black (D.), of New York, is urging action on his measure, which is identical with the Stephens bill; but the House Agriculture Committee has made no move to consider the legislation.

Sirovich Measure

REP. SIROVICH (D.), of New York has introduced a new measure (H. R. 7426) which he proposes as a substitute for all pending legislation. Among other things, this bill proposes that every commodity covered by it shall bear a trade mark and label registered in the Patent Office with the formula registered with the Food and Drug Administration. The measure would "prevent the false or fraudulent advertisement of food, drugs, non-alcoholic and non-intoxicating beverages and cosmetics."

The broadcasting industry is vitally interested in the legislation affecting food, drugs and cosmetics because it is estimated that one-third of the industry's total revenues are derived from them.

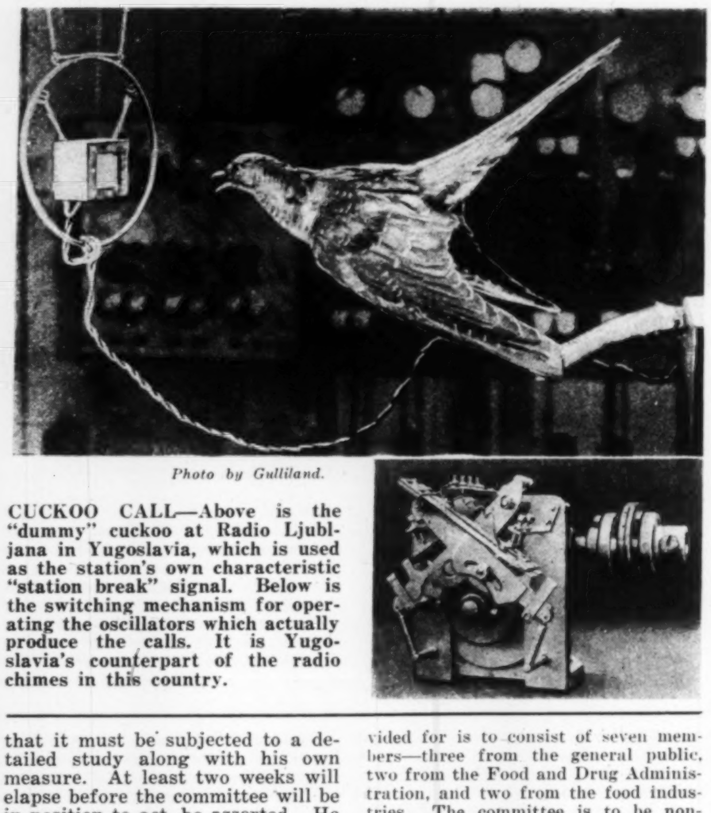


Photo by Gulliland.

CUCKOO CALL—Above is the "dummy" cuckoo at Radio Ljubljana in Yugoslavia, which is used as the station's own characteristic "station break" signal. Below is the switching mechanism for operating the oscillators which actually produce the calls. It is Yugoslavia's counterpart of the radio chimes in this country.

Buick Program Confined To Good Will; Sales Talk Left to Other Mediums

THE BUICK Motor Co., Detroit, because of its semi-weekly programs over the CBS network, is entitled to a leading position among sponsors presenting good will programs with a minimum of commercial announcements.

When the current operetta revivals were started, Mondays and Thursdays at 9:15 p. m., EST, with Howard Marsh, Mary Eastman, and the Andre Kostelanetz orchestra and chorus, the sponsors decided to eliminate sales-talk as far as possible.

Working on the assumption that Buick automobiles are a tradition in the industry and that the radio program should stimulate good will, Buick officials decided to leave sales-talk about knee-action wheels, no-draft ventilation and other technical sales features to other forms of advertising. The commercial talk consequently was shaved to a maximum of ten seconds on each 15-minute program.

Louis Dean, who left the CBS announcing staff a short time ago to become program manager of the Campbell-Ewald radio department, is understood to have proposed the good will feature and the ten-second maximum on commercial announcements.

Asks Contributions For News Service

A RADIO news service supported by voluntary contributions of the fan audience has been proposed by KNX, Hollywood.

During the week of Feb. 5 the station during its news period asked listeners to contribute from $1 to $5 for the support of the news broadcast for a year.

News costs, the station executives said, will treble after March 1 when the radio-press program becomes effective. KNX will be willing to continue its former expenditure for news, it was said, but the audience is asked to pay the remainder.

The announcements definitely stated that all money would be returned to the senders if KNX did not receive enough to support its news broadcast for a year.

Joins Brunswick

GIRARD ELLIS, formerly of the Judson Radio Program Corp., and more recently with Free & Sleininger, Chicago, has been appointed manager of Brunswick Recording Laboratories, with headquarters in the Furniture Mart, Chicago.

NBC Reserves Right to Amend All Programs in New Policies

Laxative Accounts After 6 p. m. to be Discouraged; Regulations Restrict Commercial Credits

PROGRAM policies adopted by the NBC set forth in booklets being distributed currently to clients of the network and to advertising agencies are described as "principles and requirements governing broadcast programs, to serve as a means of maintaining the value and effectiveness of broadcast advertising."

By a coincidence, the newly defined policies were made available at the same time rumors were current in New York regarding a change in the network's attitude to laxative accounts. The only provision in the printed policies which might be applied to these reads: "Unpleasant or gruesome statements should be avoided as more likely to offend than to instruct or entertain."

Right to Amend Credits

WHILE no official confirmation was obtainable, it was learned on reliable authority that NBC will in the future discourage the airing of laxative programs after 6 p. m., though it is not expected that sponsors now under contract will have the same difficulty in renewing their agreements as would those offering new business.

The broad supervisory powers reserved to NBC in the statement of policies leave it in a position to amend any parts of a commercial program which may seem undesirable; and, as network evening time is now practically all sold, it is not likely that the network will be deterred from this action by the fear of losing business.

Patterson's Statement

THE FOLLOWING statement was issued by Col. Richard C. Patterson, Jr., executive vice president of NBC, to accompany the definitions of policy:

> The relationship between advertisers and the public is a matter of primary concern to all those interested in advertising. With the cooperation of leading broadcast advertisers and advertising agencies, the NBC has attempted to crystallize current trends of thought on this subject in a statement of "Program Policies." This company will be guided in all its presentations by the program standards and program procedures there set down.
>
> In order that broadcast advertising may be developed to the advantage of both the advertisers and the public, its policies should be kept in constant touch with changing public attitudes. The NBC would therefore appreciate any suggestions or comments with regard to any aspect of the policies stated.

Text of Policies

THE STATEMENTS are being mailed to present sponsors on the network, to advertising agencies now placing business with it, to past and prospective sponsors and to agencies which either have a radio department or have shown their interest in broadcast advertising at one time or another.

Following is the text of the policies:

PART ONE

Principles

The NBC can best serve the true interests of its advertisers by placing first the interests of the public.

Broadcast advertising derives its value from listeners' enjoyment of programs and their confidence in the statements made on behalf of advertisers. Anything which mars their enjoyment or impairs their confidence reacts unfavorably on all broadcast advertising.

Radio stations are required by law to serve public interest, convenience, and necessity. Public interest has been held by the courts to mean service to the listeners or, in other words, "good programs." Stations broadcasting objectionable programs have had their licenses cancelled by the Federal Radio Commission.

The responsibility for protecting the public interest rests both upon the advertisers and upon the network. This statement, therefore, aims to define, in the light of experience, proper standards of program quality, good taste and integrity, to be set up and enforced by the cooperative effort of the NBC, its advertisers and their agencies.

These standards grow out of the special characteristics of the medium itself, as contrasted with other media:

> In broadcast advertising, the advertiser or his representative speaks directly and personally to his listeners. For the period of his program, he is a guest in their homes.
>
> The homes which he thus enters are of all types. The broadcast audience includes the farm family, the small-town family, the city family; it comprises practically all members of the family, sometimes singly, sometimes as a group. It embraces persons of all beliefs and creeds.

Courtesy and Good Taste

THESE TWO characteristics—the intimate, personal nature of broadcasting, and the wide range and joint listening of its audience—primarily determine what may properly be put on the air.

For example, the broadcast program should provide agreeable instruction or entertainment to most listeners. Its primary appeal should be to the listener's interest. Unpleasant or gruesome statements should be avoided as more likely to offend than to instruct or entertain.

Courtesy and good taste should govern the manner in which announcements are made. The most effective method of delivery of an announcement is restrained and persuasive. An aggressive, unduly emphatic manner may be objectionable to a large part of the radio audience.

Since the listener's primary interest is in entertainment or instruction, the advertising message should be in harmony with the rest of the program, should contain information of interest to the public, and should be prepared and delivered with brevity and skill.

Statements which tend to undermine an industry by attributing to its products, generally, faults and weaknesses true only of a few, and statements which are derogatory to an individual, an institution, a group or an industry, should be avoided. Protection against libel and slander is as essential for the advertiser and his agency as for the NBC.

Tiresome repetition or too much detail should be avoided. For instance, the advertiser's street address and the like should not be reiterated to the point of annoyance. The most productive way to obtain direct responses is to have replies sent to the broadcasting station or network.

Offers made to the radio audience should be simple and easy to grasp quickly. Involved and prolonged descriptions defeat their purpose by confusing the public and driving listeners away.

Each program should be individual and distinctive and should not resemble too closely an adjoining program on the same network. In other words, the entire day's broadcasting must be balanced to furnish variety of entertainment and instruction to listeners. Especially, the advertiser and the network should cooperate to prevent repetition of the same musical numbers in programs occupying nearby periods.

PART TWO

Requirements

1. The use of the Deity's name is acceptable only when used reverently or as part of a standard classic work.
2. Statements or suggestions which are offensive to religious views, racial traits, and the like, must be avoided.
3. False or questionable statements and all other forms of misrepresentation must be eliminated.
4. Obscene and off-color songs or jokes, oaths, sacrilegious expressions, and all other language of doubtful propriety must be eliminated.
5. Testimonials must reflect the genuine experience or opinion of a competent witness.
6. Statements of prices and values must be confined to specific facts. Misleading price claims or comparisons must not be used.
7. As a safeguard against misuse of broadcast facilities for unfair competition, commercial programs shall not refer to any competitor, directly or indirectly, by company name, by individual name, or by brand name—regardless of whether such reference is derogatory or laudatory.

PART THREE

Program Procedure

To secure observance of the requirements set forth above, the following procedure has been adopted in the interests of advertisers as well as of the NBC and its associated stations, and will be enforced to serve the public interest.

1

All continuities, including the words of all spoken lines as well as the wording of commercial announcements, and a list of the cast, must be

(*Continued on page 22*)

Bells, Bells, Bells

AS A SAFEGUARD against over-sleeping and missing the early morning sign-on at WBT, Charlotte, N. C., Announcers Charles Crutchfield and Clair Shadwell have purchased three alarm clocks apiece. They set the first to go off at 5 a. m., and the second and third five minutes and ten minutes after 5 a. m. They figure that one or the other should wake 'em up.

CHICKEN FEED + RADIO = PROFIT

How Milling Company Was Pulled Out of Depression And Doubled Its Trade in Three Weeks

By JAMES F. CLANCY
Business Manager, WTIC, Hartford

Mr. Clancy

AN ASSIGNMENT tough enough to test the mettle of any radio station is being fulfilled by WTIC, Hartford, in a manner which has become a source of justifiable pride to Hartford broadcasters and—what is more important—has proved eminently satisfactory to the sponsor.

The Larrowe Milling Co., subsidiary of General Mills, dealers in dairy, poultry and hog feed, found itself confronted at the end of 1932 with a unique problem in sales promotion. Added to the fact that it was a depression year were several other and even more formidable obstacles to trade.

Obstacles to Overcome

FOR ONE thing, Larrowe was selling a product of such quality that price reduction with profit was impossible, even in the face of severe price-cutting competition and in spite of the fact that prospective consumers were being forced to sell their eggs at almost the lowest price on record. Another obstacle lay in the fact that the rural seems difficult to change; for, although Larro feed was well known in the west, farmers in the east appeared averse to trying out a new product, despite its apparent advantages.

Still another obstacle, and even more difficult to hurdle, was the fact that farmers are prone to prejudice in favor of products recommended by county and state agricultural authorities in their territory, and, although there probably is no direct tie-up between these officials and the makers of agricultural products, certain officials undoubtedly favor certain products.

Officials of the Larrowe Company presented their complex problem to WTIC, suspecting that radio, with the favor it enjoys among the rural population, might prove the best solution to their advertising needs.

Other Stations Hooked Up

THE SPONSORS bought time not only on WTIC, but agreed to have the program relayed from Hartford to other transmitters on the New England Network, including WEEI, Boston, WTAG, Worcester, WJAR, Providence, and WCSH, Portland. The series, as originally booked, was to run 13 weeks, with two broadcasts each week.

The talent selected for the program consisted of a quartet known as the Harmoneers, who had won a large following through their sustaining broadcasts on WTIC and also through their frequent participation in programs sent out of Hartford to the NBC-WEAF chain. Oddly enough, however, the boys had never before taken part in a commercial series, but their inexperience proved an advantage rather than a disadvantage, and they went into the chicken business with vigor and enthusiasm.

The scripts, written by Leonard J. Patricelli, WTIC continuity writer, described the adventures of four unemployed boys who had de-

(*Continued on page 36*)

Editors Cast Votes For Radio Talent

Stabilization of Popularity Seen in Newspaper Poll

By GILBERT CANT

EXPERT opinion on the relative popularity of radio programs is again made available this year in the NEW YORK WORLD TELEGRAM'S poll of radio editors in the United States and Canada, conducted by Alton Cook. Writers on radio for 227 leading newspapers and magazines answered the poll, each casting three votes for first choice. This explains the seeming disparity between the number participating and the number of votes cast in each category.

Commenting on the results, Cook remarked: "Evidence of the stabilization of radio popularity appears in this year's poll. In most of the groups favorites of a year ago again led or were close behind the leaders. The comedians were the group in which the most striking changes were apparent."

Benny Takes Lead

THIS YEAR'S results show the funny men ranking: Benny, 243; Cantor, 197; Penner, 167, while last year the three top-notchers were Pearl, Wynn and Gracie Allen. Cook's addendum is: "Comedians apparently are the entertainers whose methods must be changed most frequently if popularity is to be maintained."

Guy Lombardo and Bing Crosby stay in the lead in their respective categories, Morton Downey dropping to third place among popular male singers, presumably because he has been heard infrequently during recent months. Ruth Etting and Kate Smith retain their leadership, as do the three most popular harmony groups of last year.

It is significant that the two leaders in the symphonic conductor's category are those who have devoted most time and attention to radio as a new means of spreading music—Stokowski and Damrosch. Toscanini, heard almost as often as Stokowski, and just as lavishly idolized in his home city, might make a better showing if he were not so aloof to radio. Howard Barlow, Frank Black and Erno Rapee, though outranked by the concert-hall "big names," are prominent in the list, ahead of other conductors who devote their entire time to radio.

McNamee Slumps

IN THE FIELD of classical singing, stars of the Metropolitan Opera predominate, Jessica Dragonette and John McCormack being the exceptions singled out by Alton Cook. Nino Martini, who ranks second to Tibbett, probably is entitled to this place, however, more on the strength of his long radio series before he joined the Metropolitan, than because of his recent debut on that stage.

The biggest majority in the poll was recorded among sports announcers, with Ted Husing receiving 411 votes to 33 for Graham McNamee. Stokowski's 392 was the next highest total recorded.

The "March of Time" maintained its lead among dramatic programs by a large margin.

YOU CAN'T GO WRONG

if you follow the example of these national and local advertisers who are covering the rich Tennessee Valley market through WLAC:

NATIONAL—
Bisodol
Chesterfield
Buick
Ex-Lax
Wrigley
Pet Milk
Johnson's Wax
Camel
Fletcher's Castoria
Pontiac
Old Gold
General Foods
Ford Motor Car
Grunow
Chevrolet (Ann)
Cheloni Sales Co.
Cystex
Dodge Announcements
Rumford Baking Powder
Stanback
Charis
Marlin Crystals
Dr. Lyons Tooth Powder
Richard Hudnut
Plymouth Announcements
Chrysler Announcements

LOCAL—
American Walkathon
Beesley Furniture Co.
Crazy Water Crystals
Cumberland Motor Co.
Dixie Maytag Corporation
Federal Fidelity Co.
Friedman Electric Co.
George Cole Motor Co.
Frazer Motor Co.
Imperial Motor Co.
H. J. Grimes Co.
Hull Dobbs Co.
Ideal Laundry
Lebeck's
Klein's Department Store
Model Cleaners
J. L. Perry Co.
Jim Reed Chevrolet Co.
Sears Roebuck & Co.
Southeastern Greyhound Lines
Sterchi Brothers
Friendly Shoe Announcements
Leading Independent Druggists
Durham Storage
Loveman. Berger & Teitlebaum
Evans Motor Co.
Paramount Theatre
McKesson-Berry Martin Co.

The same facilities are at your service, giving you intensive coverage of one of America's most prosperous sections at very low cost.

J. T. WARD
Vice-President

National Representative
SCOTT HOWE BOWEN, Inc.

WLAC 5,000 watts

"IN THE HEART OF THE TENNESSEE VALLEY"
Member Station Columbia Broadcasting System
Owned and operated by Life and Casualty Insurance Co., Nashville, Tenn.

Highlights of Poll

Comedian:	
1. Jack Benny	243
2. Eddie Cantor	197
3. Joe Penner	167
Dance Orchestra:	
1. Guy Lombardo	286
2. Wayne King	162
3. Fred Waring	140
Popular Female Singer:	
1. Ruth Etting	200
2. Kate Smith	133
3. Gertrude Niesen	101
Popular Male Singer:	
1. Bing Crosby	371
2. Lanny Ross	136
3. Morton Downey	92
Harmony Team:	
1. Boswell Sisters	327
2. Mills Brothers	232
3. Revellers	177
Musical Program:	
1. Waring's Pennsylvanians	104
2. Rudy Vallee's Variety	72
3. N. Y. Philharmonic-Sym.	66
Dramatic Program:	
1. March of Time	212
2. First Nighter	66
3. Roses and Drums	51
3. Radio Guild	51
Children's Program:	
1. Singing Lady	87
2. Little Orphan Annie	63
3. Wizard of Oz	57
Household Assistance:	
1. Ida Bailey Allen	90
2. Women's Radio Review	42
3. Betty Crocker	33
3. Mystery Chef	33
Symphonic Conductor:	
1. Leopold Stokowski	392
2. Walter Damrosch	169
3. Arturo Toscanini	150
Classical Singer:	
1. Lawrence Tibbett	331
2. Nino Martini	187
3. Jessica Dragonette	146
Instrumental Soloist:	
1. Albert Spalding	356
2. Rubinoff	158
3. Egon Petri	94
Sports Announcer:	
1. Ted Husing	411
2. Graham McNamee	33
Studio Announcer:	
1. David Ross	204
2. James Wallington	120
3. Milton J. Cross	75
Commentator:	
1. Edwin C. Hill	261
2. Lowell Thomas	108
3. Boake Carter	99

Most Popular Type of Program, Variety Show
Type of Program Needing Development .... Dramatic
Outstanding Broadcast of 1933, Roosevelt Inauguration
New Star........ Joe Penner

Favorite Programs

1. Rudy Vallee's Variety Show	180
2. Jack Benny	89
3. Fred Waring's Pennsylvanians	85
4. March of Time	62
5. N. Y. Philharmonic Orchestra	50
6. Eddie Cantor	49
7. Guy Lombardo-Burns and Allen	39
8. Paul Whiteman's Orchestra	32
9. Dragonette Concerts	28
10-11. Philadelphia Symphony Orchestra and Show Boat	26
12. WJZ Sunday Evening Symphony	25
13-14. Phil Baker and Ben Bernie's Orchestra	24
15. Amos 'n' Andy	22
16. Joe Penner	21
17. Metropolitan Opera	20
18. One Man's Family	19
19-20. Alexander Woollcott and Bing Crosby	18

Program Boosts Book

THE RADIO program of "Wizard of Oz," sponsored by General Foods Corp., New York (Jello), on the NBC-WEAF network three nights weekly, thru Young & Rubicam, has doubled the sale of "Wizard of Oz" books, according to the Bureau of Industrial Service, Inc., New York. The juvenile classic now heads the list of best selling children's books.

R. J. Reynolds Shatters Tradition by Using Stars Off Another Commercial

SPONSORS have been credited generally with a desire to discourage talent changes because artists tend to become associated closely in the public mind with the products they have advertised most recently. And, since sponsors are responsible for hiring talent, prominent artists have been unemployed (except for sustaining programs) for long periods after the expiration of a contract.

By way of contrast with this policy, the R. J. Reynolds Co., Winston-Salem, N. C. (Camel cigarettes) engaged Colonel Stoopnagle and Budd for their twice-weekly series, beginning Feb. 13, though the comedians concluded an engagement with the Pontiac Motor Co., Detroit, on Feb. 7.

At the time of the change, the comedians had five weeks to run on their Pontiac contract, but Pontiac granted them a release in order that it might take advantage of the longer contract, with two half-hours a week instead of two quarter-hours. At the same time, Pontiac was shifting its time to one weekly half-hour, and the release gave it the opportunity to build an entirely new half-hour revue, the "Surprise Party." The entire transaction was friendly and without friction behind the scenes.

200 Stations Inaugurate Advertising Talk Series

ABOUT 200 stations during the week of Feb. 12 began a series of 15 "Short Talks on Advertising" prepared by the Bureau of Research and Education of the Advertising Federation of America. The talks, intended primarily to cover the general functions of advertising and its service value to consumers, stress the importance of advertising as a factor in business recovery.

The talks are for delivery by local civic leaders, including manufacturers, proprietors of retail stores, publishers, advertising agents and representatives of every form of advertising. This is the second series sponsored by the AFA, the first being carried last year on about 200 stations.

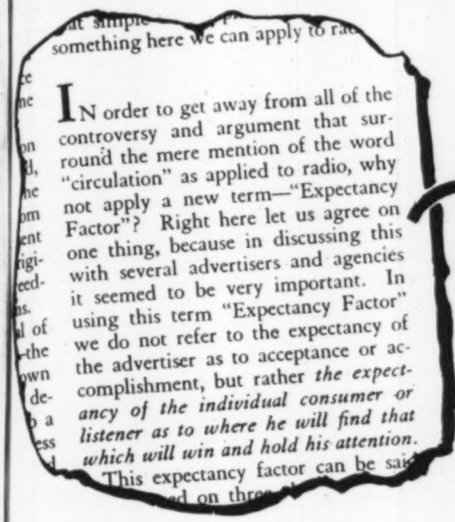
Artists Study Begun

CONFERENCES relating to a study of the status of radio performers and artists under the broadcasting code were held in New York Feb. 7 and 8 by a subcommittee of the Code Authority comprising John Shepard, III, Yankee network, Boston, chairman; James W. Baldwin, executive officer, and M. R. Runyon, CBS treasurer. Details of the discussions were not disclosed. A report will be drafted for submission to the Code Authority probably next month.

All For Radio

AL JOLSON, who returned to the Kraft Cheese program on the NBC-WEAF network Feb. 8, announced that he is through with motion pictures and will devote his talents hereafter exclusively to radio, according to the NBC press department.

XUM


something here we can apply to ra

IN order to get away from all of the controversy and argument that surround the mere mention of the word "circulation" as applied to radio, why not apply a new term—"Expectancy Factor"? Right here let us agree on one thing, because in discussing this with several advertisers and agencies it seemed to be very important. In using this term "Expectancy Factor" we do not refer to the expectancy of the advertiser as to acceptance or accomplishment, but rather *the expectancy of the individual consumer or listener as to where he will find that which will win and hold his attention.* This expectancy factor can be sai

—excerpt from an article by Douglas Taylor entitled "A Yardstick for Buying Radio Time," which appears in the current number of Printers' Ink Monthly.

You've hit on something, Doug!

That "expectancy factor"—as you so aptly term it—plus WOR's unrivalled signal strength in the New York Metropolitan Area, is the secret back of the quick results which WOR produces for new advertisers.

Accustomed to getting good programs from WOR,—always sure of good, clear reception,—thousands of radio listeners whenever they seek radio entertainment, make it a habit to first dial in their favorite station—WOR.

Not surprising, therefore, are these results which are typical of those enjoyed by new advertisers*

A & P on a morning period offered three small gifts on their fifth broadcast. Within a week over 4,000 requests were received.

La Cross nail polish, on a short evening program, offered to send their listeners a free sample of their nail polish. This offer was made on the fifth and sixth broadcasts. Over 4,300 requests have been received.

Chock Full O' Nuts Company, with a Sunday afternoon program featuring Phil Cook, on their very first broadcast offered to send a box of nuts to every listener who sent in a prize winning joke. Over 1,500 jokes were sent in the first week.

Results like these attest the high "expectancy factor" of WOR—a factor which makes this station such a consistent sales producer for advertisers new and old alike.

*** New advertisers since January include:**

- **Silver Cup Bread**
- **Illinois Meat Products**
- **Philip Morris Cigarettes**
- **A & P Stores**
- **Chock Full O' Nuts**
- **Alka Seltzer**
- **Dodge Brothers**
- **Mt. Rose Dry Gin**
- **Silver Wedding Gin**
- **Cushman Bakeries**
- **Pillsbury Flour**
- **Bayer's Aspirin**
- **Silver Dust**
- **Tarrant's Seltzer**
- **Crazy Water Crystals**
- **Baume Bengue**
- **Esso**

WOR

BAMBERGER BROADCASTING SERVICE, Inc., NEWARK, NEW JERSEY

New York Business Office: 1440 Broadway
Chicago Office: Wm. G. Rambeau, 360 N. Michigan Avenue
Boston Office: James F. Fay, Statler Bldg.

BROADCASTING
and
Broadcast Advertising

MARTIN CODEL, Publisher
SOL TAISHOFF, Editor
F. G. TAYLOR, Advertising Manager

Published Semi-Monthly by
BROADCASTING PUBLICATIONS, Inc.

National Press Building
Washington, D. C.
Metropolitan 1022

Executive and Editorial Offices: National Press Building, Washington, D. C.
Subscription Price: $3.00 a Year - 15c a Copy - Copyright, 1933, by Broadcasting Publications, Inc.
Western Representative: Warwick S. Carpenter, 29 E. de la Guerra, Santa Barbara, Cal.

The President Acts

PRESIDENT ROOSEVELT desires to have a Federal Communications Commission set up promptly. Barring unforeseen developments, that means Congress will act at this session, for the President's wish these days is tantamount to accomplishment.

Legislation now in the Congressional mill contemplates simply a consolidation of existing laws governing all phases of communications and abolition of the Radio Commission. Controversial matters, such as amendment of the laws governing broadcasting in any material way and authorizing mergers of radio and communications companies as proposed by Secretary Roper's interdepartmental committee, will be avoided so far as possible.

All things considered, a communications commission seems desirable. There has been much criticism of the Radio Commission, much of which has been justified, but part of which has not.

It is earnestly to be hoped that in shaping the new communications commission and in selecting its personnel, politics will go out the window. A commission functioning along the lines of the I. C. C., as appears to be contemplated, would be welcomed. This new commission might well absorb at least a portion of the personnel of the Radio Commission, both executive and in the ranks.

Beclouding the Issue

TO US it seems regrettable that the Radio Commission took the action it did with respect to liquor advertising. The ruling, in the form of a press release, places broadcasters, advertisers and agencies in more of a dilemma than ever, mainly because of misinterpretations of its intent and effect by the press. It does, however, leave the broadcaster holding the bag as to what constitutes advertising in the "public interest" and implies the threat that the station accepts such advertising at its own peril.

Since Congress repealed the Reed amendment, no ruling was necessary, particularly because the Commission is forbidden by law from exercising any degree of program censorship. But the Commission felt it was forced to issue some sort of statement because a few weeks ago a subordinate in its legal division told newspapermen that liquor advertising would be banned. The story was promptly denied, but the Commission, possibly because it places too much importance on news stories, felt it had to follow through. Hence the "press release."

Then the press release was promptly misinterpreted by newspapers. Most of the stories said any station accepting liquor advertising would immediately be cited by the Commission for hearing on renewal of its license. That is grossly untrue. The Commission, as a compromise, simply issued the press release, which it thought innocuous, to offset the previous false announcement.

It develops, however, that the press release is susceptible to different interpretations. If we accept the Commission's word, it is a reiteration of previous policy, already affirmed by the courts, as to what constitutes "public interest" in programs. Brinkley and Baker, it is pointed out, were thrown off the air because their programs failed to serve public interest.

The intention of the Commission in issuing the release was to leave to the judgment of the broadcaster and the advertiser what constitutes proper liquor advertising. Only if serious complaint is made by listeners will the station be called to hearing. The Commission, one official said, would cite for hearing stations against which sufficient complaints have been made of any sort of program content, whether sponsored by distillers or some other business.

While the Reed amendment was in force and gave radio an advantage over newspapers and magazines in liquor advertising, it was our view that stations would do well to reject liquor accounts. Even after repeal of that law, we still are inclined to the view that such accounts should be held down, or, if accepted at all, that the advertising credits be as restrained as possible. But that does not alter our opinion that the Commission erred and muddled a situation that might better have been let alone.

If Facts Prevail

ANOTHER study of the broadcasting industry is contemplated by Uncle Sam. An interdepartmental committee, headed by Secretary Roper, may conduct a "fact-finding study" and submit its report to the President, who, in turn, is expected to send it to Congress, without comment or recommendation, as he did in the case of the pending report on communications.

There are many in the industry—broadcasters, advertisers and agencies alike—who will resent this inquiry. They feel broadcasting now is the most investigated industry extant, since it is under the constant surveillance of the Radio Commission, and by law is subjected to restrictions heretofore imposed upon no other private business. But they have nothing to fear from such a study fairly conducted and from a report based on facts. So far as we are aware, there is no ulterior motive behind the inquiry; the study would simply be a sequel to that on communications.

We hold the view that there is no cause for alarm despite the fact that there seems to be no necessity for the study. Less than two years ago, the Radio Commission submitted to Congress a 325-page report based on an exhaustive investigation of commercial broadcasting. It gave the industry a clean bill of health. The substance of that report, based on a six-month investigation and in compliance with a mandate from the Senate,, was that American broadcasting, conducted privately, is the best and the most efficient in the world. To eliminate advertising or even to limit it to mere mention of sponsorship, it held, would destroy the industry.

If hearings are conducted by the new committee there will be the usual parade of calamity-howling reformers, jealous competitors and other self-serving critics. But if the facts prevail, there can be only one answer on the major issue—retention of the status quo.

The RADIO BOOK SHELF

THE FOURTH and final MARKET AND NEWSPAPER STATISTICS, VOLUME II, compiled under the direction of the Committee on Newspapers of the American Association of Advertising Agencies, has just been published, according to an announcement by Frederic R. Gamble, executive secretary of the association. Section D deals with the 15 cities with 100,000 population or over in their city zones for which A. B. C. newspaper audit reports were issued for the year ended June 30, 1933. It includes figures on population, number of families, English reading and income tax returns, newspaper circulations, local rates, national rates, linage, differential between local and national rates, and an estimate of circulation obtained through use of inducements.

The purpose of these studies, which are valuable as well to radio stations and agencies, is to make more readily accessible and usable certain selected data to aid media buyers in determining the size and character of markets as indicated by population, families, per cent of English reading and income tax returns; the cost of reading these markets with newspapers, including comparison between markets; the differential between local and national rates, and the amount of circulation obtained through inducements.

The first volume issued last May covered all cities in the United States having over 100,000 "city zone" population for which A. B. C. audit reports were available for periods ended on or before June 30, 1932. Section A of Volume II contained revised data for the 26 cities having audits for periods ended Sept. 30, 1932. Section B included the 21 cities audited to Dec. 31, 1932, and Section C the 47 cities audited to March 31, 1933. One copy of Section D is being sent to each A. A. A. A. member office and to each publisher represented in that section. Copies of Section A or B are available to others at $2.50 each, Section C at $5 and Section D at $2.

We Pay Our Respects To—

MARGARET ELISABETH JESSUP

One of the most versatile radio executives to be found among the big advertising agencies, largely because she specializes in diversification, is Miss Margaret Elisabeth Jessup, of McCann-Erickson, Inc., New York. Known to station owners as the official in charge of station relations, she also turns her hand on occasion to writing and producing of programs, and passing on program ideas or, as she says, doing whatever no one else in the radio department wants to do.

At the beginning of her association with what was then the H. K. McCann Company four and a half year ago, Miss Jessup was doing general executive and copy work on a variety of accounts, which happened to include that of the Chesebrough Manufacturing Co. That client was the sponsor one of the earliest radio programs, "Real Folks," and during a temporary absence of the agency's director Miss Jessup was assigned to service the program. From that accidental start she has developed a permanent relationship with broadcasting. Since then her favorite productions have been for Standard Oil Co., the "Charlie Chan" and "Famous Author" series, and Colonial Beacon Oil Company's Ripley "Believe It or Not" series.

Miss Jessup has a firm faith in the effectiveness of serial scripts on the air, though she does not minimize the difficulties inherent in the very nature of a serial. She has applied herself to the problem of the résumé and the carry-over, and is convinced that some carry-over from one installment to the next is a good thing—but not if it be so constructed that the interest in any one program depends entirely on the listener's having heard the previous broadcast.

In the field of station management, Miss Jessup expresses a strong opinion in favor of special representation, considering the problem from the point of view of the large advertising agency with fairly complete radio facilities. She would rather negotiate with a frankly biased representative than with a somewhat impartial time broker, because she feels that in this way she can obtain a more complete picture of what the station has to offer.

On station promotion material she is, in her own adjective, "rabid"—feeling that stations cannot hope to sell themselves to agencies with fancy mailing pieces, which really say nothing. Increasingly business-like methods of operating and more general adherence to published rates, are also encouraging signs to Miss Jessup.

On the other side of the ledger, Miss Jessup credits the majority of stations throughout the country with having effected a remarkable improvement in program development since she began her radio work in 1928. They have adopted the policy of building programs of their own with as much individuality as they are able to infuse into them. In cases where they have succeeded most signally in this respect, they have earned dividends through selling the program locally for long contracts, or in exceptional cases they have had them distributed over the networks. Merely putting on programs for a certain number of hours a day, and mere signal strength, are no longer regarded as sufficient recommendation for any station.

Miss Jessup was born in Erie, Pa., but has lived nearly all her life in New York. From the year she left Mt. St. Mary's Academy, Plainfield, N. J., she has liked to do a variety of things, with writing always prominent among them. At first architecture was her chief interest, but since it proved impossible for her to follow it as a career, she decided against going to college—and has never regretted this. Her first position was with the American Institute of Banking, and involved the editing of text books. After that she was in the advertising department of THE OUTLOOK, and went from there to the newly-organized Parents' Magazine, where she did all the odd jobs of an advertising department and also engaged in selling space.

To the inevitable question about sports, Miss Jessup answers that her greatest sport at present is talking about all the things she hopes to do in the way of athletics when she has time. Those who attended the last NAB convention at White Sulphur Springs may remember her round of golf there—her first round, and to date, her last. When she has time, she plays tennis, but she "confesses" that most of her exercise is obtained through dancing. And her hobby is knitting.

PERSONAL NOTES

DR. LEON LEVY, president of WCAU, Philadelphia, has just returned from a six-weeks trip which included Chicago, Los Angeles, Palm Springs, Miami, and Palm Beach.

C. L. McCARTHY will resign as assistant to Don E. Gilman, vice president of NBC late in February to join Earle C. Anthony at KFI, Los Angeles, as aide to Arthur Kahles, manager.

ROY C. WILSON, assistant to Production Manager John F. Carlile of CBS, has been transferred to the Artists Bureau as business manager. Succeeding him is Don Ball, a member of the CBS announcing staff for five years.

JOHN HENRY, Omaha manager of KOIL, Council Bluffs, Ia., and KFAB, Lincoln, Neb., on Feb. 3 addressed the convention of publicity departments of middle western universities in Omaha on the subject of "Radio Publicity for Universities."

DOUGLAS DUFF CONNAH, of the CBS publicity staff in New York, will be married Feb. 21 in New York to Miss Elizabeth Whitlock, of Charlotte, N. C.

ANDRE F. JOHNSON, formerly with Marconi and RCA, has been named sales manager of Radio Productions, Inc., Los Angeles.

HAROLD FAIR, formerly production manager of WBBM, Chicago, and later manager of WBEN, Buffalo, is now with the commercial department of KOIL, Council Bluffs, Ia., and KFAB, Lincoln, Neb.

FRANK GALVIN, former production manager of KTAB, Oakland, Calif., has been named station manager to fill the vacancy created by the resignation some time ago of Bob Roberts, now operating the Bob Roberts Advertising Agency in San Francisco.

G. HAROLD PORTER, vice president of RCA-Victor Co., Inc., and manager of its Hollywood branch, spent the first week of February on an inspection trip up the Pacific coast as far as Seattle.

H. H. HOLTSHOUSER, accountant and purchasing agent, has joined WBT, Charlotte, N. C., replacing H. B. Carter, resigned. Mr. Holtshouser was formerly associated with A. K. Sutton and Co., southern distributors for Philco.

POWEL CROSLEY, Jr., president of Crosley Radio Corp. and operator of WLW and WSAI, Cincinnati, has purchased a large interest in the Cincinnati Baseball Club and will become its president. Mr. Crosley spent last month at his winter home in Sarasota, Fla.

FREEMAN H. TALBOT, director of KOA, Denver, and Mrs. Talbot are parents of a daughter, Janet Folliard, born recently at St. Luke's Hospital.

SAMUEL L. ROSS, NBC Artists Service manager in New England for the last 19 months, has been named head of the Associated Stations Booking Division, a newly-created branch of NBC Artists Service at Rockefeller Center, New York.

W. ARTHUR RUSH, head of electrical transcriptions for RCA-Victor Co., Inc., Hollywood, spent the first week of February in San Francisco contacting agencies and sponsors.

DON LEE, owner of KHJ, Los Angeles, and the Don Lee-California chain, was radio chairman for a benefit performance arranged by stage, screen and radio Feb. 10 to aid sufferers from the New Year flood in the Montrose-La Crescenta district.

LESLIE McWHINNEY, one time publicity director for KHJ, Los Angeles, and western manager for the Columbia News Service until it was abolished, has been appointed publicity director of KNX, Hollywood.

WILLIAM RAY, of the NBC Chicago press department, and Miss Sue Frances Perry, Medina, N. Y., were married Feb. 5 in Medina.

DON ALDERMAN, on the sales staff of KFOX, Long Beach, Cal., and Mrs. Alderman in January became parents of a six-pound boy.

MAJ. TALBOT O. FREEMAN, vice president of WMCA, New York, is on vacation at Sea Island, Ga.

SAM ROSS, who has been representing the NBC Artists Service in Boston for several months, has returned to the main office in New York.

WADE J. WHITMAN has been appointed publicity director WKBF, Indianapolis.

BEHIND THE MICROPHONE

ZOEL PARENTEAU, for the last three years musical director at KDKA, Pittsburgh, has been named musical director of WNEW, Newark. Mr. Parenteau is the author of more than 400 compositions.

BOB LONGSTREET, former announcer at WJSV, Alexandria-Washington, has joined the announcing and production staff at WXYZ, Detroit.

BARON KENNETH VON EGIDY, former announcer at KMTR, Hollywood, has joined KMPC, Beverly Hills, in similar capacity.

RAY WINTERS has left the announcing staff of WMCA, of New York, to become program director at WOV, New York.

FOUR ADDITIONS have been made to the announcing staff of WMCA, New York. The new members are: Howard Doyle, formerly with WLW; George Gove, formerly with WGN and WLS; Donald Thompson, from WTIC, and Charles A. ("Tony") Wakeman, from KDKA.

WILLIAM JONES, formerly of KFRU, Columbia, Mo., and KMOX, St. Louis, has been added to the staff of WLS, Chicago, as assistant to George Biggar, program director.

CHARLES BRUINS, who has been in Paul Ash's A. and P. program in the east and previously was an announcer at KHJ, Los Angeles, returned to Southern California late in January.

BERT HANAUER, production manager at WFBR, Baltimore, is in his third consecutive year as "The Homespun Poet" on "The Regal Inspiration Hour," sponsored by the Regal Laundry, Baltimore.

GLENNON HARDY, who left the announcing staff of KMTR, Hollywood, early in January, returned to the station early in February.

JULIA FIELD, commercial program director for CBS in New York, was in Los Angeles early in February to audition talent prospects.

TED DAHL, Los Angeles radio orchestra leader, was married Feb. 2 to Catherine Clifford, of San Francisco. The ceremony was performed in the city hall studios of KRKD, but was not broadcast.

RAYMOND PAIGE, music director of KHJ, Los Angeles, has signed to do a series of recordings for RCA-Victor Co., Inc., at its Hollywood studios. Regular staff orchestra will be augmented to 25 pieces.

XUM

JOHN L. CLARK, program manager of WBZ, Boston, and WBZA, Springfield, and Mrs. Clark are parents of a second son, Marshall Ely, born Feb. 3 at the Boston Lying-In Hospital.

EMERY DEUTSCH, long a familiar musical figure with CBS audiences, will resume his place as a CBS staff conductor, Feb. 18. He has been on an extended leave, directing the Paramount Theatre orchestra, New York, and also touring for the Paramount organization.

WILLIAM (BILL) ROBINSON has joined WHBF, Rock Island, Ill., as production manager. He formerly served in a similar capacity at WCLO, Janesville, Wis., and prior to that was with WLW, Cincinnati.

GRADY COLE, who broadcasts thrice weekly over WBT, Charlotte, N. C., has recovered from blood poisoning which followed a slight accident while hunting.

JACKSON WHEELER, announcer at KFI-KECA, Los Angeles, for two years, resigned Feb. 1 to study law.

JOIE WARNER, formerly with NBC in Chicago, but doing his "Jolly Journal" program for KFI, Los Angeles, the past year, has switched to KFAC in the same city.

BILL SHARPLES, creator of the "Breakfast Club" on KNX, Hollywood, in January began his ninth year of broadcasting.

ARNOLD A. MAGUIRE on Feb. 15 was promoted to production manager of KFRC, San Francisco, succeeding William H. Wright, who resigned to join the Al Pearce Gang on NBC. Mr. Maguire has been with KFRC for several years as announcer, character actor, continuity writer and producer.

GUSTAV KLEMM, program supervisor of WBAL, Baltimore, recently composed two songs, "I Love Only You" and "The Cunnin' Little Thing."

JOSEPH MACPHERSON, for six years bass baritone of the Metropolitan Opera Company, has joined the staff of WSM, Nashville.

GOGO DELYS was added to the NBC staff in San Francisco on Feb. 15, coming from southern California, where she sang with stations dance bands.

VICTOR LINFOOT has quit the announcing staff of NBC, San Francisco.

DON THOMPSON, western football announcer, has been placed in the production department of NBC, San Francisco, building programs as well as continuing his announcing duties.

BILL GOULD, program director of KGER, Long Beach and Los Angeles, resigned early in February.

HENRY HICKMAN, formerly of the staff of WDEL, Wilmington, Del., has joined WFBR, Baltimore, as announcer.

RALPH BOYD, former announcer at WKBF, Indianapolis, has gone to Los Angeles to join the announcing staff of KGER.

ROLAND KIBBEE, relief announcer at KGFJ, Los Angeles, has been placed on the regular staff. Robert Hale, former account man locally, has been added as relief announcer.

Walter A. Dealey

WALTER A DEALEY, vice president of the A. H. Belo Corp., publisher of the Dallas News and Dallas Journal, and owner of WFAA, Dallas, 50 kw. station, died Jan. 30 of heart disease. He was responsible for the establishment of WFAA, one of the first newspaper-owned stations, and was regarded as a progressive broadcaster. He was in his forty-fourth year and had been in ill health about two years.

LOCAL PREFERENCE

Proves

CKLW

LEADERSHIP

CKLW also carries 50% more combined local and network time than the second station in this area.

When local advertisers show preference for a radio station to the tune of 66 2/3% more time than the second station . . . and 20% more than all other network stations combined in this territory . . . there is only ONE answer. CKLW IS THE PREFERRED STATION IN THIS AREA. Local advertisers are in an enviable position to check the relative merits of local stations and their audiences. Their judgment might well serve as an accurate guide for national advertisers who want the greatest sales return from their expenditure in the vast Detroit area.

Member
COLUMBIA
Basic Network

CKLW
THE INTERNATIONAL STATION

5,000 Watts
840 Kc.
In the Center
of the Dial

Windsor offices—
Guaranty Trust Bldg.,
Phone—4-1155

Detroit offices—
Union Guardian Bldg.,
Phone—CAdillac 7200

IN THE CONTROL ROOM

DR. C. B. JOLLIFFE, chief engineer of the Radio Commission. addressed the Washington Section of the Institute of Radio Engineers Feb. 8 on "Engineering Aspects of Radio Regulation."

ARNEST G. UNDERWOOD, chief engineer of KHJ, Los Angeles, has been appointed a lieutenant, junior grade, in the naval communications reserve.

O. B. HANSON, manager of technical operation and engineering of NBC, spent the week of Feb. 4 in Denver inspecting the plant of KOA. Mr. Hanson is completing a tour of inspection of all NBC territory.

JAMES W. CHAPPLE, inspector in charge of the eleventh district for the Radio Commission department of field operations, Los Angeles, will leave early in April on his semi-annual inspection trip to cover Arizona, Clark County in Nevada, and a section of California south of the Tehachapi. He will inspect all radio stations in this area.

J. C. WARNER has been appointed vice president and general manager of RCA Radiotron Co., Inc., and E. T. Cunningham, Inc., Harrison, N. J. He has been vice president in charge of engineering since December, 1932. Other personnel changes: E. W. Ritter promoted to manager of the research and development laboratory; D. F. Schmit appointed division engineer in charge of the engineering division of the laboratory.

JOHN POWERS, former designing engineer for the Remler Radio Co., has joined the engineering staff of KTAB, Oakland, Calif.

JIMMY BROWN, technician at KFAC, Los Angeles, was married to Ruth Capper, office secretary at the station, late in January.

GORDON ANDERSON, former chief engineer of KOIL, Council Bluffs, Ia., and recently with Electrical Research Products, Inc., servicing theater sound installations, has rejoined KOIL as an engineer.

SEYMORE T. PERCIVAL, formerly with WIP, has joined the engineering staff of WCAU, Philadelphia, in charge of remote controls.

KSTP Asks Candidates To Engage Time Early

STANLEY E. HUBBARD, general manager of KSTP, St. Paul, has written form letters to all candidates for city offices in St. Paul advising them of the conditions of the Radio Act of 1927 which require broadcasting stations to afford equal opportunities to all candidates for office if one candidate is permitted to speak over the station's facilities.

The letter asked that all candidates advise KSTP on or before Feb. 12 as to how much time, if any, is desired so that an equal amount of time may be offered opposition candidates in the forthcoming municipal election.

New Erie Station

GRANTING of the application of Leo J. O'Mealian for a new station at Erie, Pa., to operate on 1420 kc., 100 watts night and 250 watts day, unlimited time, was announced by the Radio Commission Feb. 10, reaffirming its grant of several months ago. WLBW, Erie, had protested the original grant.

NBC Program Policy

(*Continued from page 17*)

submitted to the NBC at least one week in advance of the broadcast, except when the nature of the program does not permit. This does not affect the advertiser's privilege to submit changes in his commercial continuity, prior to the broadcast.

2

All continuities, including the words of all songs or spoken lines as well as the wording of all commercial announcements and the list of the cast, are subject to the approval of the NBC, which reserves the right to reject any program and/or announcement in whole or in part, insofar as such program and/or announcement is not in accord with the requirements set forth herein or is otherwise incompatible with the public interest.

When a change in a program is required the NBC will cooperate with the advertiser in an endeavor to arrive at a satisfactory handling of the matter; but if no agreement is reached, the NBC reserves the right to require eliminations or substitutions for any part of the program and/or announcement which it deems inconsistent with its obligation to serve the public interest.

3

Because of its responsibility to serve the public interest, the NBC reserves the right to require the advertiser or his agency to furnish, in addition to the continuities mentioned in the foregoing paragraphs, a performed audition of a contemplated commercial program.

4

Written lists in duplicate, showing correct titles, composers, and copyright owners appearing on the music to be used on the program, are to be submitted to the NBC at least one week before the broadcast, for copyright clearance. No changes are to be made thereafter without approval of the NBC music right department. When this procedure is violated, responsibility for any copyright infringement shall rest on the advertiser.

5

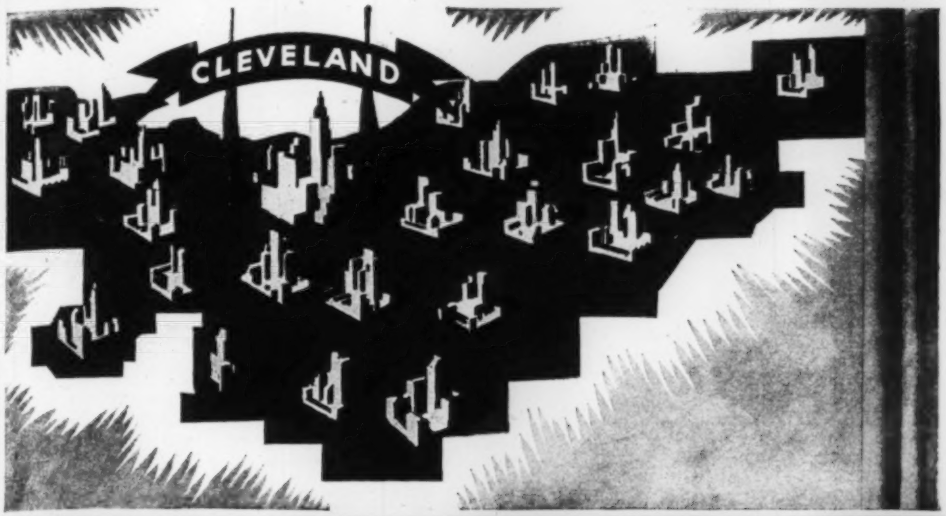
Evidence of the right to use musical or literary material must be supplied to the NBC at least three days in advance of the broadcast. For any testimonial, the advertiser or his agency must submit to the NBC, at least three days in advance of broadcast, either an indemnification signed by the advertiser or his agency, or a written release authorizing its use for advertising purposes, signed by the person making the testimonial and sworn to before a notary public, and must furnish the NBC a full copy thereof.

6

The NBC is anxious to be of service in preventing unnecessary conflict of subject matter and musical numbers. The cooperation of advertisers and agencies is invited to make possible proper coordination between all sponsors. When two or more advertisers using nearby periods on the same network submit programs containing the same musical number, the advertiser or his agent first submitting his detailed program shall have the right to use the number, and the NBC shall notify the other advertiser or advertisers or their agents to submit a substitute number, subject to the same restrictions as to duplication.

7

The NBC reserves the right to amend this procedure, these principles and requirements, and to adopt new ones when and as, in its opinion, conditions warrant the adoption of such new procedure, principles or requirements for the public interest.



NBC Basic Red Network Station

WTAM

HAS EARNED AUDIENCE PREFERENCE IN THE NORTHERN OHIO MARKET

Outstanding local and national programs have built for WTAM an audience whose response to advertising messages reflects a confidence in the station which is of great value to advertisers.

For complete rate, coverage and result information contact WTAM, Cleveland or any of the offices listed below.

NBC
LOCAL
SERVICE
BUREAU

NEW YORK WEAF & WJZ • **CHICAGO** WMAQ & WENR • **SAN FRANCISCO** KPO & KGO

Boston • WBZ Springfield, Mass. • WBZA Schenectady • WGY Washington, D. C. • WRC & WMAL
Pittsburgh • KDKA Cleveland • WTAM Denver • KOA Portland, Ore. • KEX Spokane • KGA Seattle • KJR

McFadden Urges House To Press Radio Inquiry, Raps CBS For Courtesy

ALLEGATIONS that the administration is attempting to "strangle free speech and a free press" were made in the House Jan. 31 by Representative McFadden (R.) of Pennsylvania, in an address in which he asked action on his resolution offered last session for an investigation of radio.

He criticized the Columbia News Service for cancelling its regular 15-minute news flash period Jan. 27 to clear time for a political speech by Postmaster General Farley. He pointed out his resolution is now pending before the Rules Committee.

"No action has been taken on it," he said. "Like many other matters pending before this Congress, no attention will be paid to it unless it has presidential approval. Will the administration get Presidential approval of this?"

Representative McFadden insisted that an investigation of broadcasting should be started under direction of Congress without further delay.

WMBD Case Reopened

RECONSIDERING its decision of Jan. 16, the Radio Commission Feb. 2 remanded for further hearing the application of WMBD, Peoria, for the facilities of WTAD, Quincy, Ill., with which it shares time. Previously the Commission had granted the application and ordered WTAD's deletion.

Radio Drive Over WSB Sells 15,000 Gas Stoves

THE STORY of how WSB, Atlanta, helped the Atlanta Gas Light Company and its affiliates sell 15,000 radiant gas heaters between Sept. 18 and Dec. 9 is told in the January issue of the GAS AGE RECORD. Time on WSB was used consistently throughout the campaign, and J. H. Reed, author of the article, credited this advertising with helping put over the sales drive.

One 15-minute program was sponsored each Monday over WSB, together with two spot announcements daily. Dan Hornsby's quartet, composed of Hornsby, Perry Bechtel, Taylor Flanagan and Sterling Melvin, formed the talent for the Monday presentation.

CBS Expands Wire

THROUGH the leasing of additional wire facilities between Chicago and Waterloo, Ia., CBS is now able to feed programs from the former city to stations in the middle west when the basic network is carrying programs originating in New York or other eastern points. Previously Chicago has been able to feed only the northwest, and programs for the west central states have originated in Kansas City.

SOME 50,000 U. S. schools now are equipped with radio sets, mainly for reception of educational programs, according to an estimate by NBC.

$40.25 or $69
A Week

get's you "above-expectancy" results in Pittsburgh

For $40.25 a week you can participate with 150-word announcements 6 days a week in KQV's famous "Blues Chasers" program. (Daily, excepting Sunday, 10 to 11:15 a. m.) Orchestra, vocal trio, soloists, M. C.

For $69 a week you can participate with 150-word announcements 6 days a week in "Blues Chasers" program PLUS "Four-Thirty Special" program (daily excepting Sunday, 4:30 to 5:15 p. m.) Orchestra, singers, M. C.

Two great programs built up ready for you. Years of continued popularity. Biggest day-time programs in Pittsburgh. 'Way above average results for Advertisers.

(Rates quoted are flat net, less only Advertising Agency commission).

KQV

(Reaching more than 2,000,000 population of Allegheny County and adjacent area)

500 WATTS **PITTSBURGH** **1380 KC.**

CHAMBER OF COMMERCE BLDG., PITTSBURGH, PA.

Zone and State Quota Tables

[OFFICIAL RADIO COMMISSION TABULATION AS OF FEB. 1, 1934]

	Population	Total		Over or Under Quota	
		Due	Assigned	Units	Per cent
FIRST ZONE					
New York	12,588,066	35.07	37.97	+ 2.90	+ 8
Massachusetts	4,249,614	11.84	11.11	— 0.73	— 6
New Jersey	4,041,334	11.26	11.85	+ 0.59	+ 5
Maryland	1,631,526	4.55	4.20	— 0.35	— 8
Connecticut	1,606,903	4.48	4.00	— 0.48	— 11
Puerto Rico	1,543,913	4.30	1.10	— 3.20	— 74
Maine	797,423	2.22	2.21	— 0.01	— 0
Rhode Island	687,497	1.91	1.40	— 0.51	— 27
District of Columbia	486,869	1.35	1.30	— 0.05	— 4
New Hampshire	465,293	1.29	0.83	— 0.46	— 36
Vermont	359,611	1.00	0.62	— 0.38	— 38
Delaware	238,380	0.67	0.53	— 0.14	— 21
Virgin Islands	22,012	0.06	—	— 0.06	—100
Total	28,718,441	80.00	77.12	— 2.88	— 4
SECOND ZONE					
Pennsylvania	9,631,350	27.63	24.98	— 2.65	— 10
Ohio	6,646,697	19.07	19.74	+ 0.67	+ 4
Michigan	4,842,325	13.89	10.61	— 3.28	— 23
Kentucky	2,614,589	7.50	8.50	+ 1.00	+ 13
Virginia	2,421,851	6.95	9.50	+ 2.55	+ 37
West Virginia	1,729,205	4.96	5.53	+ 0.57	+ 11
Total	27,886,017	80.00	78.86	— 1.14	— 1
THIRD ZONE					
Texas	5,824,715	16.22	23.12	+ 6.90	+ 43
North Carolina	3,170,276	8.82	9.75	+ 0.93	+ 11
Georgia	2,908,506	8.10	8.35	+ 0.25	+ 3
Alabama	2,646,248	7.37	6.52	— 0.85	— 12
Tennessee	2,616,556	7.29	12.80	+ 5.51	+ 76
Oklahoma	2,396,040	6.67	8.44	+ 1.77	+ 27
Louisiana	2,101,593	5.85	8.39	+ 2.54	+ 43
Mississippi	2,009,821	5.60	3.28	— 2.32	— 41
Arkansas	1,854,482	5.16	5.40	+ 0.24	+ 5
South Carolina	1,738,765	4.83	2.00	— 2.83	— 59
Florida	1,468,211	4.09	8.45	+ 4.36	+107
Total	28,735,213	80.00	96.50	+16.50	+ 21
FOURTH ZONE					
Illinois	7,630,654	22.52	27.73	+ 5.21	+ 23
Missouri	3,629,367	10.71	12.00	+ 1.29	+ 12
Indiana	3,238,503	9.56	7.87	— 1.69	— 18
Wisconsin	2,939,006	8.67	7.99	— 0.68	— 8
Minnesota	2,563,953	7.57	9.08	+ 1.51	+ 20
Iowa	2,470,939	7.30	11.80	+ 4.50	+ 62
Kansas	1,880,999	5.55	6.05	+ 0.50	+ 9
Nebraska	1,377,963	4.06	7.36	+ 3.30	+ 81
South Dakota	692,849	2.05	2.97	+ 0.92	+ 45
North Dakota	680,845	2.01	2.99	+ 0.98	+ 49
Total	27,105,078	80.00	95.84	+15.84	+ 20
FIFTH ZONE					
California	5,677,251	36,86	38.14	+ 1.28	+ 3
Washington	1,563,396	10.15	15.59	+ 5.44	+ 54
Colorado	1,035,791	6.72	9.24	+ 2.52	+ 38
Oregon	953,786	6.19	9.22	+ 3.03	+ 49
Montana	537,606	3.49	3.85	+ 0.36	+ 10
Utah	507,847	3.30	6.60	+ 3.30	+100
Idaho	445,032	2.89	3.00	+ 0.11	+ 4
Arizona	435,573	2.83	2.66	— 0.17	— 6
New Mexico	423,317	2.75	4.03	+ 1.28	+ 47
Hawaii	368,336	2.39	1.94	— 0.45	— 19
Wyoming	225,565	1.46	0.60	— 0.86	— 59
Nevada	91,058	0.59	0.70	+ 0.11	+ 19
Alaska	59,278	0.38	0.48	+ 0.10	+ 26
Total	12,323,836	80.00	96.05	+16.05	+ 20

A CHANGE in the line-up of zones as to quota status, occasioned mainly by the ordered shift of the 1020 kc. clear channel occupied by KYW from Chicago, in the fourth zone, to Philadelphia, in the second, is shown in revised quota figures made public Jan. 20 by the Radio Commission.

Because of this shift, carrying with it five quota units (a unit being the equivalent of one full-time 1 kw. station on a regional channel) the fourth zone was reduced from the most "over-quota" zone to third position. Whereas the entire country is entitled to 400 units, based on the Commission's yardstick, or 80 units for each zone, the new figures show that nearly 445 units are allocated, or that the country is over-quota by the equivalent of 45 1 kw. stations.

Of the 48 states, 31 are over-quota and 17 under-quota. However, 28 of the states vary less than one unit from their quotas.

The most over-quota zone now is the third, or southern, which has 96.5 units as against the 80 to which it is entitled. The fifth or western zone has 96.05 units and is 20 per cent over quota, while the fourth or middlewestern zone has 95.84 units, as against 101.7 last fall. The first or eastern zone is 2.88 units under-quota, and the second zone of eastern central states, by virtue of its acquisition of the KYW channel, is raised from being nearly seven units under-quota to a position slightly more than one unit under.

Illinois lost its status as the most over-quota state with the KYW shift, now being 5.21 units over as against nearly eleven units previously. Texas now ranks first, being 6.9 units over-quota. Similarly, Pennsylvania lost its place as the most delinquent in radio facilities, being only 2.65 units under as against nearly eight units formerly. The most under-quota state now is Michigan, which is minus 3.28 units.

CHANGE of the call letters of WKBC, Birmingham, Ala., to WSGN, was approved by the Radio Commission Feb. 5.

XUM

Follow the local leaders in WASHINGTON, D.C.

WRC
WMAL
use WRC
or WMAL
WMAL-WRC
DISTRICT OF COLUMBIA

The fact that over 75% of the local broadcast advertisers in Washington use them is proof enough that WRC, NBC Basic Red Network station, and WMAL, NBC Basic Blue Network station, are the logical stations for spot advertisers. For results, follow the local leaders.

Complete rate, coverage and result information may be obtained from either station or from any of the offices listed below.

NBC LOCAL SERVICE BUREAU

NEW YORK • **CHICAGO** • **SAN FRANCISCO**

WEAF & WJZ • **WMAQ & WENR** • **KPO & KGO**

Boston • WBZ Springfield, Mass. • WBZA Schenectady • WGY Washington, D. C. • WRC & WMAL
Pittsburgh • KDKA Cleveland • WTAM Denver • KOA Portland, Ore. • KEX Spokane • KGA Seattle • KJR

Future of Advertising Under 'New Deal' Questioned Because of Advisers' Views

McIntire Calls for More Frankness, Less Theorizing; Ickes-Standard Oil Controversy Brings Attack

WHAT will be the eventual status of advertising under the Roosevelt national recovery program?

On account of the expressed antagonistic attitude on advertising by several of the President's advisers, notably Prof. Rexford G. Tugwell, Assistant Secretary of Agriculture, advertisers, agencies and media are beginning to wonder and speculate regarding the ultimate outcome.

Most of them, like Allyn B. McIntire, president of the Association of National Advertisers, believe, however, that the President is too keenly observant of public sentiment to impose any radical restrictions on advertising. They are all watching closely such outbursts as the clash between Secretary Ickes, oil code administrator, and the Standard Oil Company of New Jersey.

Business Held Disturbed

SPEAKING before the New York Advertising Club on Jan. 31, Mr. McIntire said that "no phase of business has come in for such blasts from certain officials and from professional consumers" as has advertising. "In fact," he added, "business has been somewhat disturbed as to just what attitude the Administration is going to take on the subject.

"What is the real motive of this criticism of advertising? Does the government wish to eliminate it entirely? Through such measures as the Tugwell bill, the Huddleston bill, and through statements made from time to time by government officials one is led to believe that such is the case. We have in high places certain officials who, if we are to judge by their writings, are distinctly inimical to advertising.

"I should like to see open policies openly arrived at. Let us have more frankness from Washington as to what is the motive behind these moves to force certain provisions in codes. If the Administration is against advertising, then let us know it."

Ready to Conform

LATER on he said: "If we only knew, if we could only have confidence, if the play of certain theorists in Washington were only in the open, then advertising would be ready to change to conform to that utterance of President Roosevelt when he referred to the primary object of his rule working out the principle of 'the greatest good for the greatest number.' If advertising can't stand alone and prove itself as part of the national structure, new or old, then it is an alien thing and no one is going to want to live, least of all take an interest in its misery."

Mr. McIntire also directed his attack against the "rising tide of setting up buying standards for the citizens of this country."

"When it comes to the question of knowing what the consumer wants, it is my firm belief," he said, "that an advertiser or a group of advertising men have a far greater knowledge of the subject than politicians or a professional theorist."

Ickes Criticized

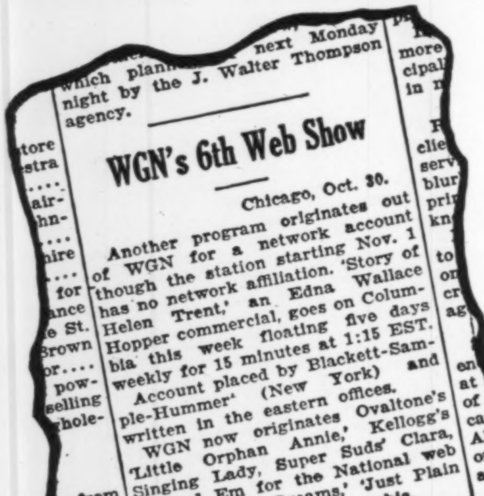
SECRETARY ICKES has been criticized in advertising circles because of his assertion that the Standard Oil Co. of N. J. had to charge a half cent more for a cheap grade of gasoline in the District of Columbia than that asked by the independent dealers because of the former's advertising.

Secretary Ickes subsequently denied the report in a formal statement. He termed "purposely misleading" and "ridiculous" the report carried in a bulletin circulated by H. K. McCann, advertising agent, and recalled that the government had filed suit against the Standard Oil Co. to enjoin it from violating the oil code by giving away prizes in connection with the now celebrated Babe Ruth radio program.

Mr. McCann in a public statement raised the issue of an alleged governmental attempt to penalize advertisers as against their competitors. He noted a "tendency" in government control of industry "to subject the manufacture of a product to such a severe regulation that the natural flow of his product to the consumer is interfered with and his advertising becomes ineffective." He added: "If this is carried to a final conclusion, we will be faced with the abandonment of the advertising-merchandising method of selling."

Senator Arthur Capper (R.) of Kansas, upon receiving a copy of the McCann statement, said he did not see how an advertiser would get a "fair deal" if he is "obliged to sell his merchandise at a price higher than asked by his competitors who do not advertise."

Hotcha-Wow Biz!



which plann next Monday night by the J. Walter Thompson agency.

WGN's 6th Web Show

Chicago, Oct. 30.

Another program originates out of WGN for a network account though the station starting Nov. 1 has no network affiliation. 'Story of Helen Trent,' an Edna Wallace Hopper commercial, goes on Columbia this week floating five days weekly for 15 minutes at 1:15 EST.

Account placed by Blackett-Sample-Hummer (New York) and written in the eastern offices.

WGN now originates Ovaltone's 'Little Orphan Annie,' Kellogg's Singing Lady, Super Suds' Clara, Lu and Em for the National web with 'Painted Dreams,' 'Just Plain Bill' and 'Trent' on Columbia.

Reprinted from VARIETY

WGN

THE CHICAGO TRIBUNE STATION ON
THE DRAKE HOTEL
416.4 METERS—720 KILOCYCLES
NATIONAL PRESTIGE
SUPERIOR PROGRAMS

WGN

50,000 WATTS POWER • CLEAR CHANNEL • INTENSIVE ZONE 7 COVERAGE

Tax Report Shows Radio Sale Gains

THAT radio receiving set sales are definitely on the upgrade is shown in reports of internal revenue collections by the government of the 5 per cent excise tax on set and accessory sales during 1933. Collections for the six months ending Dec. 31, 1933, were $1,574,358.96, or an increase of 32.9 per cent over collections for the same period of 1932.

The tax collections for December alone amounted to $570,629.50, an increase of more than 45 per cent over receipts for the same month of 1932. Radio and phonograph excise taxes collected throughout 1933 were $2,596,612.29, although the Treasury in advocating the tax in 1932 estimated that it would produce at least $11,000,000. Continuance of the 5 per cent tax is proposed in the revenue bill now pending before Congress.

CALIFORNIA PACKING Corp., San Francisco (Del Monte canned brands) on Jan. 15 added the NBC-KGO network, plus KGIR, WGHL and KTAR, to its NBC-WEAF hookup for the "Del Monte Ship of Joy" feature with Capt. Dobbs and guest artists. Program is heard in the west Mondays, 9:30-10 p. m., PST.

"All the News"

(*Continued from page 11*)

coast. Such material as booklets describing the wild flowers of the west, road maps, packets of wild flower seeds, cook books, radio dials, football charts, have had tremendous circulation.

In serving the public with this unique, unbiased, non-partisan, non-political, news service during the past three years, the Richfield Oil Company has expended approximately $400,000. Not allied with any newspaper, publication or faction, this news service enjoys perhaps more elements of the civil liberties guaranteed under the Constitution relating to "free speech" than any news service now in existence, and unhampered by any reciprocal obligation to any individual or organization, continues to be a free and independent "Newspaper of the Air."

Sponsor Splits Program Into Two Shorter Units

AS AN EXPERIMENT, Ward Baking Co., New York (bread and cheese) is splitting what would ordinarily constitute a half-hour program into two 15-minute broadcasts for the same evening over 24 CBS stations west of St. Louis. The test started Feb. 10.

Sponsor will get six commercial announcements instead of four as on a half-hour program, program variety, and a partial shift in audiences. The first program at 6:45 p. m. is devoted to spicy rhythm and comedy and the second at 7:30 p. m. to romantic songs and dramatizations. The plan was worked out by Fletcher & Ellis, Inc.

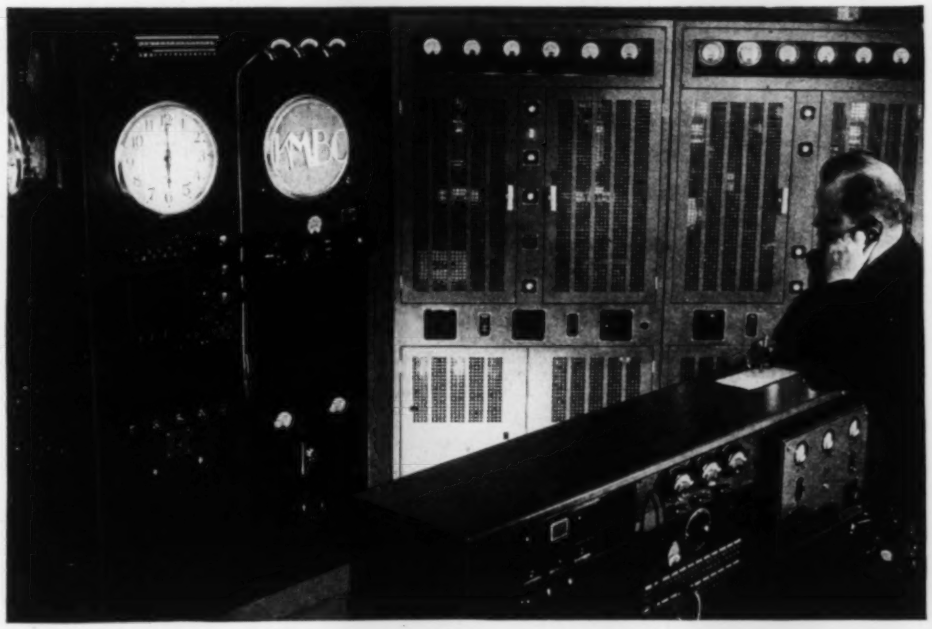
Blaze Destroys WHBU; To Rebuild Immediately

PROMPT steps to reinstall WHBU, Anderson, Ind., which was wiped out by fire on Jan. 29, are being taken by the Anderson Broadcasting Co., licensee of the 100-watter. In a letter to BROADCASTING, A. L. McKee, secretary-treasurer, asked that equipment manufacturers be notified that the station is in the market for complete new equipment and "everything needed by a modern broadcasting station." Communications should be addressed to him at Box 815, Anderson, Ind.

George J. Podeyn, Radio Pioneer, Joins Reese Co.

GEORGE J. PODEYN, a pioneer in radio advertising, has assumed the vice presidency of Thomas H. Reese & Co., Inc., New York. Mr. Podeyn's radio record dates back to the day when WEAF was laying the foundation for the present NBC network. He was sales manager of WEAF and later of NBC.

In 1927 he served successfully as manager of the Pacific division of NBC and western sales manager with headquarters in Chicago. In the fall of the same year he left the network to join the George Batten Company when it merged and became the Batten, Barton, Durstine & Osborn. He became manager of radio promotion.



Station KMBC–1KW — Kansas City, Mo. At right of picture: Western Electric 12A Transmitter and 71A Amplifier. On desk: Western Electric Speech Input Equipment and 1A Frequency Monitoring Unit.

The 1KW Transmitter that gives "*super station*" *quality*

...chosen by station KMBC

Like many other progressive stations, KMBC uses the Western Electric 12A Transmitter with the 71A Amplifier, for 1 kilowatt operation.

The 12A is rated at 100 watts. The 71A Amplifier steps-up output to 250 or 500 or 1000 watts. This combination—recognized for remarkable frequency stability and fidelity of transmission—brings highest quality within reach of lower powered stations.

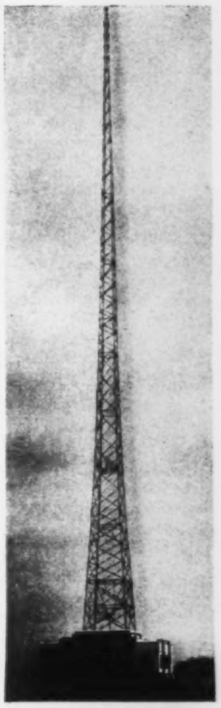
This equipment is unusually compact—each cabinet requires only 25" x 36" floor space. Other features: push button control—100% grid bias modulation—no rotating machinery—all transformers, rectifiers and control apparatus built in—all tubes radiation cooled and have exceptionally long life.

KMBC also uses Western Electric Speech Input Equipment, Moving Coil Microphones and a Frequency Monitoring Unit at the station. Each of the three studios is entirely Western Electric equipped so that complete audition facilities and emergency channels are available. For full information about Western Electric apparatus—whatever your needs—write to Graybar Electric Co., Graybar Building, New York, N.Y.

Western Electric

RADIO TELEPHONE BROADCASTING EQUIPMENT

Distributed by* GRAYBAR *Electric Company



256 foot tower at KMBC.

The Business of Broadcasting

Current News About Accounts, Pending Schedules, Transcriptions, Representatives and Apparatus; Notes from the Stations

STATION ACCOUNTS

WLS, Chicago: Campbell Cereal Co., Northfield, Minn. (Malt-O-Meal) resumed daily 15-minute children's programs for 13 weeks, through Mitchell-Faust Adv., Chicago; Ford Motor Co., Detroit, 13 one-minute announcements, N. W. Ayers & Son, New York; Mantle Lamp Co., Chicago (lighting fixtures and lamps) renewed 15-minute studio program Saturday nights for indefinite period, Philip O. Palmer, Chicago; Hamlin's Wizard Oil Co., Chicago (liniment) daily announcements for indefinite period, direct; Mentho-Kreamo Co., Clinton, Ill. (W-K cold remedy) renewed daily announcements on indefinite period, Wade Adv., Chicago; Pathfinder Magazine, Washington, D. C., renewed 15-minute studio programs once weekly for 13 weeks, First United Broadcasters, Chicago; Chestnut Hatchery, Chestnut, Ill. (baby chicks) six 50-word announcements, direct.

WMAQ, Chicago: Fitzpatrick Bros., Chicago (Automatic soap flakes) 15-minute studio program twice weekly for 26 weeks, through Airway Sales Engineers, Chicago; Armand Co., Des Moines, Iowa (cosmetics) 15-minute transcription once weekly for four weeks, Reincke, Ellis, Younggreen & Finn, Chicago; Allstate Insurance Co., Chicago, 15-minute studio program once weekly for 13 weeks, James Shields, Chicago; Northern Trust Co., Chicago (bank) renewed 30-minute studio program once weekly for 52 weeks, through J. Walter Thompson, Chicago.

WGN, Chicago: Bayer Co., New York (aspirin) half-hour transcription once weekly for 13 weeks, through Blackett-Sample-Hummert, Chicago; Gillette Razor Blade Co., Boston, 15-minute studio program daily for 21 times, Ruthrauff & Ryan, New York; Armand Co., Des Moines, Iowa (cosmetics) 15-minute transcriptions once weekly for eight weeks, Reincke, Ellis, Younggreen & Finn, Chicago; Benjamin Ansehl Co., St. Louis (toothpowder) 15-minute studio program Sundays 52 weeks, Louis E. Westheimer, St. Louis; Kosto Co., Chicago (Kosto dessert) time signals twice daily for indefinite period, Ruthrauff & Ryan, Chicago.

KFH, Wichita: Nyal Drug Co., Detroit (Ucatone) eight 15-minute transcriptions and 16 announcements, through Reincke, Ellis, Younggreen & Finn, Chicago.

KYW, Chicago: Hills Brothers Co., San Francisco (coffee) 5 minutes five times weekly for 26 times, through N. W. Ayer & Son, San Francisco; Simonize Co., Chicago, renewed 15-minute programs Sundays for 52 weeks, J. L. Sugden, Chicago; Scientific Laboratories, Los Angeles (Reducoids) three 15-minute programs weekly for 63 times, Bob Roberts & Associates, Los Angeles; United Air Lines, New York (air transportation) 5-minute transcription 5 times weekly, 4 weeks, McCann-Erickson, Chicago.

WENR, Chicago: Stanco, Inc., New York (Mistol) renewed 15-minute transcriptions 5 times weekly 13 weeks, through McCann-Erickson, New York.

KDKA, Pittsburgh: Hurley Machine Co., Chicago (Easy Washing Machine) announcements daily 13 weeks, through Henri, Hurst & McDonald, Chicago; Armand Co., Des Moines (cosmetics) '15-minute transcriptions twice weekly 8 times, Reincke, Ellis, Younggreen & Finn, Chicago.

WFBR, Baltimore, Md.: American Weekly, Baltimore, transcription Sunday mornings, direct; California Packing Corp., San Francisco (Steward salmon) quarter hour twice weekly, 13 weeks, thru McCann-Erickson and Edward Petry; Chevrolet Motor Co., Detroit, 60 daily announcements, Campbell-Ewald and Edward Petry; Dodge Motor Co., Detroit, 24 thrice daily announcements, Ruthrauff & Ryan and Edward Petry; Plymouth Motor Co., Detroit, 13 daily announcements, J. Stirling Getchell and Edward Petry; Procter & Gamble, Cincinnati (Oxydol) 3 daily announcements.

WBT, Charlotte, N. C.: Chieftain Mfg. Co., Baltimore (Colorshine shoe polish) 45 announcements, thru Radio Sales, Inc., N. Y. C.; Detroit White Lead Works, Chicago (paint) 39 programs, 3 weekly, Radio Sales, Inc., N. Y. C.; Gillette Safety Razor Co., Boston, 26 transcription announcements, Radio Sales, Inc., N. Y. C.; Monticello Nursery, Monticello, Fla. (Mahan pecan trees) 8 evening announcements, direct; (All following placed by Radio Sales, Inc., N. Y. C.) Chevrolet Motor Co., Detroit, 36 daily announcements; Benjamin Moore & Co., New York (paints) quarter hour weekly, 26 programs; Nash Motor Corp., Kenosha, Wis., 13 announcements; Olsen Rug Co., Chicago, 120 announcements; Plymouth Motor Corp., Detroit, 13 daily announcements; Pontiac Motor Co., Pontiac, Mich., 15 daily announcements; Standard Oil Co. of N. J., New York (Esso gas) Babe Ruth program, 3 times weekly, 39 programs.

WMT, Waterloo, Ia.: Northrup King Seed Co., Minneapolis, 26 5-minute transcriptions, thru Olmstead-Hewitt; Scientific Laboratories of America, San Francisco (Reduceoid), cooperative program, direct; Iowa Soap Co., Burlington, Ia., 26 5-minute programs, twice weekly, direct.

WOR, Newark: Mount Rose Distilling Co. (Mount Rose Gin), quarter hour weekly, 26 weeks, thru Stack Goble, N. Y. C.; Shenley Distilling Co. (Silver Wedding Gin), transcription of Boake Carter's comments, Radio Promotion Corp, Philadelphia; Crowell Publishing Co., Philadelphia (Woman's Home Companion), renewal of shopping talk, quarter hour weekly, 52 weeks; Bristol-Myers Co., New York (Ingrams Milkweed Cream), transcription, quarter hour weekly, 13 weeks; Dodge Brothers Corp., Detroit, sports review, 3 days weekly, quarter hour, 30 weeks; Nyal Co., Detroit (Ucatone), quarter hour weekly, 8 weeks; United States School of Music, New York, 5 minutes once weekly, recorded; Bayer Co., New York (Bayer aspirin), half hour weekly, 13 weeks, WBS.

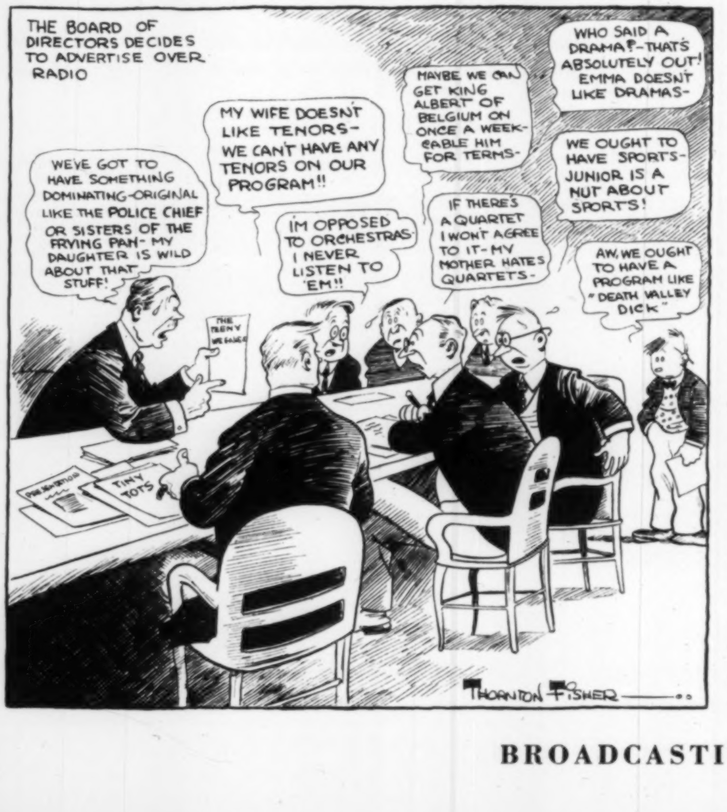
WBAL, Baltimore: Bayer Co., New York (Bayer aspirin) transcription, once weekly, 13 weeks, Blackett-Sample-Hummert and WBS, N. Y. C.; Numismatic Company, Fort Worth, Tex., (rare coins) studio sketches, 2 programs, Guenther Bradford Co. and SHB; Knox Co., Kansas City, Mo., (Cystex) renewal of weekly transcription, 13 weeks, Dillon & Kirk, and Allen Smith; Phillips Packing Co., Cambridge, Md. (canned goods) 4 announcements weekly, direct; McCoy Laboratories, New York (cod liver oil tablets) announcements 6 times weekly, 13 times, Peck Advertising Agency and SHB.

WWNC, Asheville, N. C.: Bayer Co., New York (Bayer aspirin) transcription half hour weekly, thru WBS.

KSCJ, Sioux City, Ia.: Hennafoam Corp., New York (hair treatment) transcription "News Parade," thru Marben Advertising Corp., N. Y. C.

KHJ, Los Angeles: Carey Maple Sugar Co., New York (Highland maple syrup) quarter hour weekly, studio, 5 weeks, thru Fuller, Smith & Ross, N. Y. C.

Too Many Cooks —By Thornton Fisher


THE BOARD OF DIRECTORS DECIDES TO ADVERTISE OVER RADIO
WE'VE GOT TO HAVE SOMETHING DOMINATING-ORIGINAL LIKE THE POLICE CHIEF OR SISTERS OF THE FRYING PAN- MY DAUGHTER IS WILD ABOUT THAT STUFF!
MY WIFE DOESN'T LIKE TENORS- WE CAN'T HAVE ANY TENORS ON OUR PROGRAM!!
I'M OPPOSED TO ORCHESTRAS- I NEVER LISTEN TO 'EM!!
MAYBE WE CAN GET KING ALBERT OF BELGIUM ON ONCE A WEEK- CABLE HIM FOR TERMS-
IF THERE'S A QUARTET I WON'T AGREE TO IT- MY MOTHER HATES QUARTETS-
WHO SAID A DRAMA?-THAT'S ABSOLUTELY OUT! EMMA DOESN'T LIKE DRAMAS-
WE OUGHT TO HAVE SPORTS- JUNIOR IS A NUT ABOUT SPORTS!
AW, WE OUGHT TO HAVE A PROGRAM LIKE "DEATH VALLEY DICK"
TINY TOTS
THORNTON FISHER

WBBM, Chicago: Great Atlantic & Pacific Tea Co., New York, announcements twice daily indefinite period, thru Charles Daniel Frey, Chicago; Reid Mudroch & Co., Chicago (food products) 4 time signals daily for indefinite period, Philip A. Palmer, Chicago; United Remedies Co., Chicago (proprietary) four 15-minute periods daily except Sunday for indefinite period, Heath-Seehof, Chicago; Paris Medicine Co., St. Louis (Groves' Bromo Quinine) 15-minute studio program five days weekly for 13 weeks, Stack Goble, New York; Rival Packing Co., Chicago (dog food) 15-minute studio program 3 times weekly, Charles Silver & Co., Chicago; Fred Fear & Co., Brooklyn, N. Y. (Easter egg dye) 15-minute program, 3 times, Menken Adv. Co., New York; Olson Rug Co., Chicago (rag rugs) 15-minute studio program weekly for 26 weeks, through Philip O. Palmer, Chicago; I. J. Grass Noodle Co., Chicago, 15-minute studio program 3 times weekly 26 weeks through Charles Silver & Co., Chicago; Bristol-Myers Co., New York (Ingram cosmetics) 15-minute transcription once weekly 52 weeks, Pedlar & Ryan, New York; Sendol Co., Kansas City, Mo. (proprietary) 15-minute studio program six days weekly indefinite period, Hogan Advertising Co., Kansas City, Mo.; Hexin, Inc., Chicago (proprietary) daily announcements, Sellers Service, Chicago; Dearborn Chemical Co., Chicago (Plumite water softener) announcements 5 days weekly, 26 weeks, Ruthrauff & Ryan, Chicago; Western Co., Chicago (Dr. West Tooth Brushes) 9 weather reports daily 26 weeks, J. Walter Thompson, Chicago; U. S. School of Music, New York (music lessons) 5 minutes daily 13 weeks, Ruthrauff & Ryan, New York.

THE PURE OIL Co., Chicago (motor oil) on Feb. 10 started Arlene Jackson and Harold Stern and orchestra on WJZ, New York, Saturdays, 9-9:30 p. m., EST, thru Freitag Advertising Agency, Inc., Chicago.

GILLETTE SAFETY Razor Co., Boston, on Feb. 5 started "Henry Bur big and Rhythm Boys" on WEAF, New York, Mondays, Wednesdays and Fridays, 6:45-7 p. m., EST, thru Ruthrauff & Ryan, N. Y. C.

WHK, Cleveland: Calcium Chlorid Association, Detroit, 6 announcement weekly, 56 times, thru N. W. Ayer Son, N. Y. C.; Continental Bakin Corp., New York, 5 announcement Batten, Barton, Durstine & Osbor N. Y. C.; Ayer Co., Lowell, Mass (Cherry Pectoral) 6 announcement weekly, 26 weeks, Broadcast Advertising, Boston; Carnation Co., Milwaukee (canned milk) 3 announcements weekly, 26 weeks, Erwin, Wase & Co., Chicago; Battle Creek Foo Co., Battle Creek, Mich. (Zo and Fi Bran) tie-in announcements twic weekly, 10 weeks, Erwin, Wasey Co., Chicago; Justrite Co., Chicag (bird seed) 3 studio programs, Gusta Marx, Milwaukee; Chrysler Corp., New York (Plymouth) 13 announcements, thru J. Stirling Getchell, Detroit, and (Dodge) 24 announcement thru Ruthrauff & Ryan, N. Y. C. Maryland Pharmaceutical Co., Baltimore (Rem) daily announcement, 2 weeks, Joseph Katz Agency, Baltimore; Nyal Co., Detroit (Nyal Ucatone) 24 announcements, A. T. Sear & Son, Chicago; Nash Motors Co. Kenosha, Wis., 13 announcement SHB; F. Ad Richter Co., Brookly (pain expeller) 21 Polish announcements, SHB; General Motors Corp. New York (Pontiac) 15 announcements, WBS; Climalene Co., Canto O., 5 programs, W. S. Hill Co., Pittsburgh; Quaker State Oil Refining Co. Oil City, Pa., 6 announcements weekl 10 weeks, WBS; Knox Co., Kansa City, Mo. (Cystex) 13 weekly tra scriptions, Dillon & Kirk, Kansa City; Crazy Crystals Co., Miner Wells, Tex., 51 tie-in announcements Stuart Briton & Co. (Sandy McNa Whiskey) 6 announcements, Charle Oeffler & Associates.

When you hear Leopold Stokowski conducting the Philadelphia Orchestra for Chesterfield you are listening to one of the coast-to-coast programs originating in

WCAU

Philadelphia

WCAU originates 52 network programs per week

KFI, Los Angeles: Bristol-Myers Co., New York (Francis Ingram creams) weekly transcription, 13 weeks, thru WBS; Dr. Miles Laboratories, Elkhart, Ind. (Alka-Seltzer) transcriptions 3 times weekly, 10 programs, renewal, Walter Biddick Co., Los Angeles; Central Shoe Co., St. Louis, transcription twice weekly, 16 programs, Jimm Daugherty, Inc., St. Louis; Hills Bros., San Francisco (Hills coffee) transcription 5 nights weekly, 26 programs, MacGregor & Sollie, San Francisco; McCoy's Laboratories, New York (contest) announcements 5 nights, SHB; Continental Baking Co., Los Angeles (Wonder bread) 38 announcements, Batten, Barton, Durstine & Osborn, N. Y. C.; Chevrolet Motor Co., Detroit, 60 announcements, Campbell-Ewald, Detroit; Chrysler Corp., Detroit (Plymouth cars) 13 announcements, J. Stirling Getchell, Detroit; Numismatic Co., Fort Worth (old stamps and coins) two evening programs, SHB.

WKBF, Indianapolis: Lavena Corp., Chicago (cosmetics) 15-minute transcriptions, 5 days weekly, 13 weeks, direct; Willard Tablet Co., Chicago (Willard tablets) 15-minute studio program, 3 days weekly, 39 weeks, direct; Knox Co., St. Louis (Cystex) 15-minute transcription, once weekly, 26 weeks, Allen Smith Agency, Kansas City; Lehn & Fink, New York (Pebeco toothpaste) 5 minutes, 5 days weekly, 5 weeks, Lennen & Mitchell, N. Y.; Central Shoe Co., St. Louis, 15-minute transcription, 2 weekly, 8 weeks, Jimm Daugherty, Inc., St. Louis.

KFWB, Hollywood: Marco Products Co., Los Angeles (dog food) juvenile amateur show once weekly, direct.

WCAU, Philadelphia: U. S. School of Music, New York (correspondence course) transcription once weekly, 13 weeks, thru Rose-Martin, Inc., N. Y. C.; McCoy's Laboratories, New York (cod liver oil tablets) 7 transcription programs, Peck Advertising Agency, N. Y. C.; California Packing Corp., San Francisco (salmon) transcription 2 days weekly, 13 weeks, McCann-Erickson, San Francisco; Piso Co., Warren, Pa. (cough remedy) 29 announcements, Stack Goble Advertising Agency, Chicago; Stanco, Inc., New York (Mistol) renewal of 5-minute transcriptions 5 days weekly, 13 weeks, McCann-Erickson, N. Y. C.; Chrysler Corp., Detroit (Plymouth) 4 WBS announcements, J. Stirling Getchell, Detroit; Gold Dust Corp., New York (silver dust) 3 transcriptions, Paris & Peart, N. Y. C.; Standard Milling Co., New York (Ceresota flour) weekly transcriptions, 13 weeks, Paris & Peart, N. Y. C.; Pontiac Motor Corp., Detroit, 15 announcements, Campbell-Ewald Co., Detroit; Monticello Drug Co., Jacksonville, Fla. (666 remedy) 15-minute transcription, 6 times; Climalene Co., Canton, O. (water softener) 5 transcriptions, W. S. Hill Co., Pittsburgh; Standard Oil Co. of N. J., New York (Esso) Babe Ruth transcription, 3 days weekly, 13 weeks, McCann-Erickson, N. Y. C.; Lancaster County Seed Co., Paradise, Pa., 17 5-minute transcriptions, C. J. Kern Advertising Agency, Philadelphia.

KPO, San Francisco: Bristol-Myers Co., New York (Ingram's Milkweed Cream) on Jan. 30 renewed for 52 weeks its "Through the Looking Glass" series of transcriptions, which will get a name change soon, placed by World Broadcasting System.

KSTP, St. Paul: Ayer Co., Lowell, Mass. (cough medicine) daily announcements, 26 weeks, thru Calkins & Holden, N. Y. C.; Beech-Nut Packing Co., Canajoharie, N. Y. (gum and candy) transcription 3 days weekly, 26 weeks, McCann-Erickson, N. Y. C.; California Packing Co., San Francisco (Del Monte salmon) transcription 2 days weekly, 13 weeks, McCann-Erickson, San Francisco; Chieftain Mfg. Co., Baltimore (shoe polish) 3 announcements weekly, 15 weeks, Van Sant Dugdale & Co., Baltimore; Chrysler Corp., Detroit (Plymouth-Dodge) 78 announcements, J. Stirling Getchell, Detroit; Germania Tea Co., Minneapolis (herb tea) weekly program, 26 weeks, Heath Sheehof, Inc., Chicago; Fred Fear & Co., Brooklyn (Easter egg dyes) transcription 3 days, Menken Advertising, N. Y. C.; Gillette Safety Razor Co., Boston, 100 announcements, twice daily, Ruthrauff & Ryan, N. Y. C.; Iodent Chemical Co., Detroit (toothpaste) transcription 3 days weekly, 52 weeks, Maxon, Inc., Detroit; Iowa Pearl Button Co., Muscatine, Ia., announcements 3 days weekly, 14 weeks; Knox Co., Kansas City, Mo. (Cystex) 1 day weekly, 13 weeks, Allen C. Smith Advertising Agency, Kansas City; Maryland Pharmaceutical Co., Baltimore (Rem) weather reports and time signals, twice weekly, 26 weeks, Joseph Katz Agency, Baltimore; Benjamin Moore Co., New York (paint) 1 announcement weekly, 13 weeks; John Morrell & Co., Ottumwa, Ia. (meats) transcription twice weekly, 13 weeks, Henri, Hurst & McDonald, Chicago; Quaker State Oil Refining Co., Oil City, Pa., 6 announcements weekly, 10 weeks, Kenyon & Eckhardt, N. Y. C.; Radio League of Little Flower, Detroit (Father Coughlin) 26 Sundays, Grace & Holliday, Detroit; Rumford Chemical Co., Rumford, R. I. (baking powder) transcription twice weekly, 26 weeks, Atherton & Courier, N. Y. C.

BRISTOL-MYERS, New York (Ingram face powder) on Jan. 30 started "Through the Looking Glass" on KPO, San Francisco, quarter hour once weekly, thru Thompson Koch Co., Cincinnati.

WROL, Knoxville, Tenn.: Crazy Water Crystals Co., Paducah, Ky. (Crazy Water Crystals) 3 separate programs, two from studios of WHAS and one transcription, direct.

WDOD, Chattanooga, Tenn.: B. C. Remedy Co., Durham, N. C. (headache remedy) renewed thru Harvey Massengale; Knox Co., Kansas City, Mo. (Cystex) renewal of "Newspaper Adventures," 13 weeks, thru Dillon & Kirk; Bayer Co., New York (Bayer aspirin) transcription half hour weekly, WBS.

LEVER BROS. CO., Cambridge, Mass., (Lifebuoy soap) has started a 13-week campaign on WKAQ, San Juan, Porto Rico, featuring travel and adventure story, "The Cure Cruise," placed thru Conquest Alliance Co., N. Y.

WOW, Omaha: Beech-Nut Packing Co., Canajoharie, N. Y. (gum and mints) announcements, thru McCann-Erickson, N. Y. C.; Buick Motor Corp., Detroit, announcements, Campbell-Ewald Co., Detroit; Crazy Water Crystals Co., Omaha, studio program, direct; O'Neida Co., O'Neida, N. Y. (silverware) announcements, A. T. Sears & Son, Chicago; Pathfinder Magazine, Washington, D. C., announcements, First United Broadcasters, Chicago; Penzoil Co., Kansas City, Mo. (Penzoil) transcription program, Ruthrauff & Ryan, N. Y. C.; Peruna United Remedies, Chicago (Peruna) announcements, SHB; Plough Chemical Co., Memphis (medicines) transcriptions, SHB; Maryland Pharmaceutical Co., Baltimore (Rem) announcements, Joseph Katz Agency, Baltimore; Sealy Mattress Co., Memphis (Sealyrest mattress) announcements, Martin O'Callahan Advertising Agency, Memphis; Skelly Oil Co., Kansas City, Mo. (Skelly oil) transcription, Russell Comer Advertising Co., Kansas City, Mo.; Tiger Coal Co., Kansas City, Mo., announcement, Murrel Crump Advertising Co., Kansas City, Mo.

KTAB, Oakland, Calif.: Sperry Flour Co., San Francisco, renewal of studio half hour program, direct; Cardinet Candy Co., Oakland (Baffle Bar) renewal of "Sport Page of the Air," 1 year, thru Tomaschke-Elliott, Oakland.

NETWORK ACCOUNTS

(All times EST unless otherwise specified)

HEALTH PRODUCTS Corp., of Newark, N. J., (Feenamint) on Feb. 19 starts George Gershwin in two half-hour concerts Mondays, 7:30 p. m., on the NBC-WJZ network, for 13 weeks. As already announced in BROADCASTING, there will be a further series for the same sponsor with Gershwin, beginning Aug. 20, on Monday and Friday evenings. Agency: William Esty and Co., New York.

WARD BAKING Co., New York, (pastries) on Feb. 11 started "Ward's Family Theatre" over 23 CBS stations, Sundays, in two acts, first period 6:45-7 p. m., includes Cecil Lean and Cleo Mayfield, comedy team, James Melton, tenor, and Billy Artz Green Stripe Orchestra; second period 7:30-7:45 p. m., features outstanding stars of stage in scenes from famous plays. Agency: Fletcher and Ellis, N. Y. C.

HUDSON MOTOR CAR Co., Detroit, on Feb. 24 renews B. A. Rolfe and orchestra and Ripley on NBC-WEAF network of 39 stations, Saturdays, 10-11 p. m. Agency: Blackman Co., N. Y. C.

LADY ESTHER Co., Chicago (cosmetics) on Jan. 14 renewed Wayne King and orchestra on NBC-WEAF network of 34 stations, Sundays, 3-3:30 p. m. Agency: Stack Goble Advertising Agency, Chicago.

KMBC Radiogram
MR. ADVERTISER:-
OUR FAMILY OF LISTENERS HAS JUST FALLEN HEIR TO $100,000,000. JOIN US AT ONCE. KMBC
First IN THE HEART OF AMERICA
KMBC
WORLD'S MOST MODERN TRANSMITTER

Join us for the sales opportunity of a lifetime! Latest government reports show that more than $100,000,000 will be concentrated in the KMBC territory for farm loans and public works. Think of it! That means $100,000,000 *ready cash* in the pockets of prospective buyers in the already rich "Heart of America" market. Do you want your share of this business? Then let the station that blankets this rich market carry your sales message. Write or wire for details.

MIDLAND BROADCASTING CO.
Station KMBC Kansas City, Missouri
New York Offices:
17 East Forty-Ninth St. - Phone Eldorado 5-5070

WRVA - - RICHMOND
Announces
FIRST ANNUAL
WRVA COOKING SCHOOL
Attending and radio audience
Participation on exclusive basis
Ten weeks beginning February 19, 1934
For Details Write or Wire
COMMERCIAL DEPARTMENT
WRVA, Richmond, Va.
5000 WATTS CLEAR CHANNEL

HOUSE OF SEAGER Co., Los Angeles (cosmetics) on Feb. 13 started "Song of Araby," original operettas, on basic NBC-KGO network, Tuesdays, 9:30-10 p. m., PST. Agency: John W. Hunt Co., Los Angeles.

SPERRY FLOUR Co., San Francisco (cereals) on March 6 starts "Martha Meade Society" on basic NBC-KGO network and KDYL and KFSD, Tuesdays and Thursdays, 9:30-9:45 a. m. PST. Agency: Westco Advertising Agency, San Francisco.

TASTYEAST, Inc., Trenton, N. J., on March 18 renews "Baby Rose Marie" on NBC-WJZ network of eleven stations, Sundays, 12:15-12:30 p. m. Agency: Stack Goble Advertising Agency, Chicago.

PEPSODENT Co., Chicago (toothpaste and antiseptic) on Jan. 1 renewed "Amos 'n' Andy" on NBC-WJZ network and supplemental stations, daily except Saturday and Sunday, 7-7:15 and 11-11:15 p. m. Agency: Lord & Thomas, Chicago.

J. A. FOLGER & Co., Kansas City, Mo. (Coffee) on Feb. 5 renewed "Judy & Jane" script show on NBC midwestern hookup of ten stations, Monday to Friday, inclusive, 2:30-2:45 p. m. Agency: Blackett-Sample-Hummert, Inc., Chicago.

J. L. PRESCOTT Co., Passaic, N. J., (Oxol) on Feb. 26 renews Brooke, Dave and Bunny feature over 13 CBS stations, Mondays, Tuesdays, Wednesdays and Fridays, 5:45-6 p. m. Agency: Batton, Barton, Durstine & Osborn, Inc., N. Y. C.

WANDER Co., Chicago (Ovaltine) has renewed "Little Orphan Annie" on four NBC groups, daily except Sunday, quarter hour at varying times between 4:45 and 6:45 p. m., 42 stations involved. Agency: Blackett-Sample-Hummert, Inc., Chicago.

HARRY M. FROST Co., Boston, informs BROADCASTING that it is handling the account of the Federal Importing Co., Boston (Olio Simonini and Italian olive oil), which was reported in the Feb. 1 issue as having launched a program on WAAB, WEAN and WICC of the Yankee Network.

RIESER Co., New York (Venida hair nets) on Feb. 11 started "Waves of Romance" on 14 stations of NBC-WEAF network, Mondays, 5:15-5:30 p. m. Agency: Lawrence C. Gumbinner, N. Y. C.

UNDERWOOD-Elliott Fisher Co., New York, Feb. 15 renewed "Voice of America" on 21 CBS stations, Thursdays, 8:30-9 p. m., with Mary Eastman, Alex Gray and Nicholas Kempner orchestra. Agency: Marschalk & Pratt, Inc., N. Y.

W. F. YOUNG, Inc., Springfield. Mass. (Absorbine, Jr.) on Feb. 18 starts program Sundays, 5-5:30 p. m., on 5 Yankee Network stations, until May 13. Agency: Erwin, Wasey & Co., N. Y. C.

FIRESTONE TIRE & Rubber Co., New England dealers, on Feb. 11 started mixed quartet, Sundays, 6:15-6:30 p. m., on 3 Yankee Network stations, until April 1. Agency: Harry M. Frost, Boston.

MENDERTH, Inc., Boston (soil rectifier) on Feb. 18 starts farm and garden talks on 6 Yankee Network stations, Sundays, 6:10-6:15 p. m., 26 weeks. Agency: Chambers and Wiswell, Boston.

BEGINNING Feb. 18 the "Little Miss Bab-O's Surprise Party" series, sponsored by B. T. Babbitt Co., New York (cleansers) will be heard Sundays at 1:30-2 p. m., instead of 1-1:30 p. m., on the NBC-WEAF network.

MALTED CEREALS Co., program "Little Known Facts About Well Known People" will be heard Sundays 1-1:30 p. m., instead of 1:30-2 p. m., effective Feb. 18 on NBC-WEAF network.

PROSPECTS

BARTLES-SHEPHERD OIL Co., Waterloo, Ia. (motor oils and greases) will make up new lists during February. Previous schedules have included radio. Weston-Barnett, Inc., Waterloo, Ia., will place advertising.

OTIS CARL WILLIAMS, Inc., Worcester, Mass., will prepare new lists, during March, for the advertising of its client Wm. H. Bacheller Co., Inc., Worcester, Mass. (C. C. A. Cigars). Radio and other media will be used.

DOUGLAS CARLSON, 1125 North New Hampshire St., Los Angeles, has taken charge of the Endyls Pills Distributing Co. (headache pills), and will soon undertake a western states campaign to include radio.

THE RUMFORD CHEMICAL Works, Rumford, R. I. (baking powder) will expand its 1934 advertising budget over 1933 and plans more aggressive promotional work over the air and in other media.

TRANSCRIPTIONS

RADIOSCRIPT PRODUCTIONS, Los Angeles, has announced it will enter the transcription field late in February, although it has not yet decided whether it will operate its own technical plant or use one of those already in Hollywood. Hal Huff, of Los Angeles, has been named manager of the commercial department.

L. C. WHITAKER, of the sales staff of MacGregor-Sollie Laboratories, San Francisco, is in New York seeking buyers for transcriptions of Coleman Cox, "The Old Philosopher."

DICK NELSON PRODUCTIONS has been formed with two studios at 1560 North Vine St., Hollywood, by Dick Nelson, who has been a free lance broker-announcer in Los Angeles for several years. Technical work will be done at Otto K. Olesen transcription studios.

JELL-WELL-DESSERT Co., Inc., Los Angeles, has produced 72 5-minute electrical transcripitons to spot on KHQ, Spokane, and KFSD, San Diego, in a test campaign with expectations of later using other stations in the eleven western states. J. R. Mayers Co., Los Angeles agency, handles the account and technical processing was done at the Otto K. Olesen studios.

ALLIED BROADCASTING Co., Hollywood transcription producers, has gone out of business, and in its place, at 201 Creque Building, Micky Carter, Lute Perkins and Associates have established offices to distribute nationally the recordings of a dozen or more Hollywood transcription plants. Associates with the firm are Cliff Arquette, George T. Corcoran and L. K. Arquette, all of whom are well known in coast broadcast circles as entertainers. The group will use distributors and sales representatives throughout the country. Each one will carry a complete line of transcriptions for preview and audition purposes.

VISTA, INC., Los Angeles distributing organization, has recorded a series of 13 5-minute transcriptions for Fruit Belt Preserving Co., of New York (Pixie baby food). The Heintz, Pickering Co., Los Angeles agency, will place the account on several Pacific coast stations.

THE WBS transcription account of Bristol-Myers Co., New York (Ingram's Milkweed Cream), renewed on 16 stations beginning Jan. 29, was for 52 weeks instead of 13 weeks, as stated in the Feb. 1 issue of BROADCASTING.

NEW BUSINESS placed this fortnight by WBS includes:

P. Duff and Sons, Pittsburgh, Pa. (Duff's Cake Mixer) 39 five-minute programs, "Minute Manners," three times weekly on 16 stations, through Batten, Barton, Durstine and Osborn.

Provident Mutual Life Insurance Co., Philadelphia, a series of four dramatizations based on life stories from their files, over four stations. No agency.

Ends 1340 Kc. Row

ENDING a four-cornered contest for assignment on 1,340 kc. in Maine, the Radio Commission Feb. 2 granted the application of WFEA, Manchester, for a shift in frequency to the channel from 1,430 kc., on condition that no undue interference will result with WSPD, Toledo. Applications of Charles W. Phelan, of Boston and the Portland, Maine, Publishing Co. for permission to erect 500-watt stations to use the channel in Portland were denied. The Commission dismissed the application of WQDM, St. Albans, Vt., for the channel and denied the request of WRDO, Augusta, Me., to move to Portland.

WMCA Denies Lease

PUBLISHED reports that WMCA, New York, had leased a Broadway theatre for presentation of programs to studio audiences as well as over the air were branded as "absolutely untrue" by John T. Adams, president.

PIEZO ELECTRIC CRYSTALS

"Superior by Comparison"

BROADCAST BAND

Broadcast Band Crystals supplied fully mounted, ground to an accuracy BETTER than .03% on equipment tested regularly by U. S. Bureau of Standards, Standard Frequency Signals.

Crystals for use in the Broadcast Band are supplied in two types of holders. Our Standard Holder (contact type) made of Bakelite, with metal parts brass nickle-plated. Our Precision Isolantite Monel Metal Holder (air gap adjustable) permits small adjustment of frequency, by changing air gap slightly. When ordering state type tube, plate voltage and operating temperature.

FREQUENCY RANGE 100 TO 1500 KC.

Standard Holder **$35**

Precision Isolantate Holder **$45**

Prices for other Frequency Bands quoted upon application

STATION MONITOR SERVICE

We will calibrate and adjust your present MONITOR to an accuracy of plus or minus 50 cycles (550 kc. to 1500 kc.), at a cost of $25. We will furnish new crystal in your Monitor (holder supplied with Monitor), calibrate and adjust same to within 50 cycles for $60. If a crystal is supplied with Monitor which is lower than desired frequency, cost for regrinding and adjusting within 50 cycles is $55.

Prompt Delivery Assured

SCIENTIFIC RADIO SERVICE

"THE CRYSTAL SPECIALISTS"
SINCE 1925
124 JACKSON AVE., UNIVERSITY PARK
DEPT. B-2
HYATTSVILLE, MARYLAND

FEB. 1934	6 P.M.	15	30	45	7 P.M.	15	30	45	8 P.M.	15	30	45	9 P.M.	15	30	45	10 P.M.	15 30
SUN.	•	•	X	•	X	X	•	•	•	•	X	X	X	X	X	X	X	X
MON.	•	X	•	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
TUES.	•	X	•	X	X	X	X	X	•	X	X	X	X	X	•	•	X	X
WED.	•	X	•	X	X	X	X	•	X	X	X	X	X	X	X	X	X	X
THURS.	•	X	•	X	X	X	X	X	•	X	X	X	X	X	X	X	X	X
FRI.	•	X	•	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
SAT.	•	X	•	X	•	•	X	•	X	X	X	X	X	X	X	X	X	X

"X MARKS THE SPOT"

Sold to National and Local Accounts

BETWEEN 6 and 10:30 P. M.

● *indicates available time*

Proof that

ADVERTISERS PREFER

WDRC

1000 WATTS

FULL TIME 16 HOURS DAILY

The Advertising Test Station
in the Advertising Test City

Basic CBS • Associate Yankee Network

HARTFORD CONNECTICUT

RADIO ADVERTISERS AGENCIES AND REPRESENTATIVES

THE GEYER COMPANY, Dayton, and the Geyer-Cornell Co., Inc., New York, have opened a branch in Rochester, N. Y., with R. M. Ganger, for several years contact executive of the agency, in charge as manager. The Rochester office is located in the Lincoln-Alliance Bank Bldg.

GEORGE W. S. REED, president of the Advertising Arts Agency, Los Angeles, is spending the month of February in Washington and Oregon in conjunction with current radio accounts and contacting of new clients.

RADIO SALES, Inc., 485 Madison avenue, New York, and 410 North Michigan avenue, Chicago, is now representing WFBL, Syracuse, N. Y.

J. M. MATHES, Inc., New York, has leased the 46th, 47th and 48th floors of the Chanin Bldg. The radio department will be on the 47th floor and will include an auditioning room.

RADIOSCRIPT PRODUCTIONS, Los Angeles program producers and agency, has appointed associated agencies in Montreal, New York, Chicago, St. Louis, Seattle, Portland and San Francisco.

POMPEIAN OLIVE OIL Corp., Baltimore (olive oil and mayonnaise) is placing its advertising through the Joseph Katz Co., Baltimore.

RADIO STATION
REPRESENTATIVES
WALTER BIDDICK CO.
568 Chamber of Commerce Bldg., Los Angeles
474 Monadnock Bldg., San Francisco
3326 Stuart Bldg., Seattle
619 Charles Bldg., Denver

GERBER & CROSSLEY, Inc., Portland, Oreg., has been appointed to direct the advertising of the Portland Electric Power Company of Oregon, Portland, for electric ranges and water heaters. Radio and other media will be used.

JAMES H. TURNER, Chicago, has been appointed by the A. J. Kasper Co., Chicago (coffee) to handle its advertising. Radio and other media will be used.

SAMUEL C. CROOT Co., New York, has been appointed by the Tennessee Corporation of New York (Loma plant food) to handle its advertising accounts. Radio and other media will be used.

IRVING J. HENRY, formerly with Pratt & Forea, Inc., New York Agency, has assumed charge of the radio department of L. H. Waldron Advertising Agency, New York.

PENICK & FORD, New York, has placed the advertising of My-T-Fine products with Batten, Barton, Durstine & Osborn, Inc., New York.

THE FULLER BRUSH Co., Hartford, Conn., will place its advertising through the Manternach Co., Hartford. Conn., beginning March 1, 1934.

BLACKSTONE PRODUCTS Co., New York (Tasty Lax Chocolate Laxative) has appointed Redfield-Coupe. Inc., New York, to handle its advertising.

PHILCO RADIO & TELEVISION Corp., Philadelphia, has placed its advertising with Hutchins Advertising Co., Rochester, N. Y.

LUCKY KAT Co., Salem, Mass. (shoe polish) has appointed the Goulston Co., Boston, to handle its advertising. Radio and other media will be used.

AD-STAFF, Los Angeles specialty agency, plans to start a radio branch. It has been auditioning live talent and transcriptions for potential clients.

JOHN W. HUNT Co., Los Angeles direct mail agency, has formed a radio department with Harry J. Wendland in charge.

TRACY - LOCKE - DAWSON, Inc., New York, is now handling the advertising of the Comet Rice Co., New York.

RAY HEWITT, Los Angeles radio representative until he was stricken with serious illness a year ago, has returned to business. He will do talent management and has placed the Dusky Stevedores, 20-voiced negro choir, under contract.

HISPANA Broadcasting Co., 220 East Anaheim St., Long Beach, Cal., will act as an agency to stage Mexican-Spanish programs. It will carry on the work inaugurated by Antonio Seine, who becomes production manager. Jose Sambrano has been named as commercial manager.

ROY CARLSON, University of Washington graduate and formerly in the agency business in Seattle, has joined the sales staff of the Advertising Arts Agency, Los Angeles.

AL ARMER has joined the Deshon-Naylor Agency, Beverly Hills, Cal., to handle the newly created radio department. Recently he has engaged talent for southern California stage shows.

EQUIPMENT

W. C. EVANS, manager of the radio department of the Westinghouse Electric & Manufacturing Co., announces that negotiations have been completed for Westinghouse to manufacture the radio devices developed by members of the Washington Institute of Technology. The Institute is interested particularly in developing radio aids for aviation.

THOROUGH overhauling of WMCA's six studios at 1697 Broadway, New York, has been virtually completed. All have been given new soundproofing and acoustic treatment; the control rooms have been rebuilt and furnished with new speech-input equipment, and new microphone setups have been installed. The technical equipment was furnished by RCA, and the acoustic treatment done by Johns-Manville Co.

STUDIO NOTES

KVOO, Tulsa, Okla., will occupy two entire floors in the Philtower, one of the southwest's finest office buildings, March 15, according to announcement by William B. Way, station manager. Construction of the new studios is under supervision of L. W. Stinson, chief engineer of KVOO.

FACILITIES and personnel of KFYR, Bismark, N. D., were brought into play recently to publicize the arrival of a special advertising train, sponsored by Kelley-How-Thompson Co., wholesale dealers of Duluth, Minn., at Bismark. Several thousand persons were attracted to "The Train of Hardware Progress" through the efforts of KFYR, and broadcasts were made direct from the train.

WGN, Chicago, is building an audition studio supplementing its broadcasting studios in Tribune Tower.

GOV. HERBERT H. LEHMAN of New York inaugurated a new series of programs, entitled "Reviving Local Governments," over the NBC-WJZ network Feb. 13. The weekly series is the seventh to be presented with the cooperation of the Committee on Civic Education by Radio of the National Advisory Council on Radio in Education and the American Political Science Association.

"ATHENAEUM ROUND Table Discussions" titles a new radio series which was launched on Feb. 8 from KHJ, Los Angeles, to stations of the CBS-Don Lee network in Pacific coast states. The network will cooperate with the California Institute of Technology, Pasadena; the Mt. Wilson Carnegie Observatory, and the Huntington Library and Art Gallery, San Marino, in broadcasting talks by scientists and scholars connected with these highly endowed research institutions.

RCA-VICTOR Co., Inc., has been negotiating to transmit weekly program to NBC Pacific coast stations and to transcribe it on wax at the same time. Plan is to stage the program in the Hollywood studios with inaugural some time late in February.

WOMEN'S COMMUNITY Service Auxiliary of the Los Angeles Chamber of Commerce has started a civic series over KFAC as an international good will feature.

"FRIEND OF YOUTH" is the title of a heavy mail pulling sustaining program on WCAU, Philadelphia. A woman, twice weekly at 5:15 p. m., solves the problems of her youthful audience.

Seven-Day Radio Show Draws 160 Advertisers

A NON-STOP show, running twelve and one half hours daily from Feb. 12 to 19, is under way at KTAB, San Francisco, under the title "KTAB Carnival." Conceived by Mrs. I. N. Sorenson, the seven-day show is a continuous period of 160 sponsored programs, culminating with a two-hour jamboree.

During the week prizes are being given away by the sponsors. carnival promoted full page ads in several newspapers and by announcements on the station. At the conclusion of the carnival, KTAB's new manager, Frank X. Galvin, plans a reorganization of the sales and production departments and the purchase of some new equipment.

WLWL Request Denied

THE APPLICATION of WLWL for unlimited time on the 1100 kc. clear channel occupied by WPG, Atlantic City, was denied by the Radio Commission Feb. 9. Commissioners Starbuck and Hanley dissented. WLWL now using specified hours, amounting to approximately two hours per day, on the frequency. Protracted hearings were held last September and the case was one of the most bitterly contested in Commission history.

Opera From Paris

THE FIRST international broadcast of the famed Opera Comique from Paris was carried over the CBS network Feb. 10 by special arrangement with the French government station. The opera was Massenet's "Manon".

RADIO FANS WANT PHOTOGRAPHS

To fill these requests
America's Leading Sponsors
USE

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NEW YORK
Chrysler Building • Murray Hill 2-3030

Radio Press Plan

(Continued from page 10)

A. P.; Hugh Baillie, executive vice president of the U. P.; Joseph V. Connolly, president, I. N. S.; Frank E. Mason, vice president, NBC, and Paul W. White, director of news broadcasting, CBS. While the program also provides for an NAB member, the appointment was delayed with the understanding that the NAB may decide later whether it desires to be represented. It is expected that this matter will be considered at the next NAB board meeting, probably in April.

Networks Drop Reporting

IN ACCORD with the arrangement, both CBS and NBC have agreed to withdraw from the newsgathering field. The program does not restrict independent stations from gathering news, nor does it bar news arrangements with local papers. Weather reports, time signals, government agricultural reports, quotations and special broadcasts, such as conventions, sporting events, and the like, are in no wise affected by the program.

The three press associations have notified their member and client newspapers that, effective March 1, the broadcasting of news from their telegraphic reports must be in accordance with the program.

There appears to be serious doubt in the minds of numerous newspaper publishers, particularly those affiliated with stations, as well as broadcasters, about the workability of the plan. Stations which have been broadcasting sponsored news periods naturally are reluctant to forego this right, and they contend that the "program" simply would supply them with "stale" news already published, whereas the public demands "spot" news. They seem disposed to fight the program as vigorously as they did the proposed 10-point agreement of last December, now discarded.

Radio Service Rumored

REPORTS persist that news may be sold to stations through a printer or "ticker" service by a private organization qualified and equipped to meet the task. In the west, two separate projects are afoot for the creation of radio news-gathering organizations, but neither seems sufficiently developed at this time to be regarded seriously.

Some question has arisen as to what the phrase "transcendent importance" will mean in the selection of special news bulletins under the program. It might mean, it was pointed out, that intermittent news flashes of major importance will be provided daily in between the five-minute summaries. On the other hand, it might be restricted to those rare occasions when major disasters occur or when some epochal event takes place unexpectedly.

One development, it is believed, will be more widespread use of special news broadcasts by networks as well as by independent stations, particularly of scheduled events, such as conventions, important congressional actions, and sports events. The program does not restrict such broadcasts.

That the NAB in no wise has committed itself to the program was emphasized by Philip G. Loucks, NAB managing director, who attended the final conferences in New York as an observer. Mr. Loucks has sent to the NAB membership a memorandum outlining the program and the status of independent stations under it.

Formal announcement of the approval of the program was made Jan. 31 by E. H. Harris, publisher of the Richmond (Ind.), PALLADIUM-ITEM, and chairman of the Publishers' Radio Committee. The negotiations which culminated in the program were begun Dec. 11.

Los Angeles Papers Use Two Stations for News

LOS ANGELES Illustrated DAILY NEWS, on Feb. 5 made an arrangement with KMPC, Beverly Hills, for a thrice daily broadcast direct from the newspaper. This will be in addition to broadcasts on KRKD, Los Angeles, which will continue as the paper's official station with thrice daily news, talks by film, household economics and other department editors.

Since the first of the year a two-station hook-up for Los Angeles news-sheets has become popular. The TIMES uses both KHJ and KMTR for its news and other radio activities, and the POST-RECORD has affiliations with both KFI and KECA.

SOUTH POLE CALLING
KFZ, Most Remote U. S. Station, Begins Broadcasting

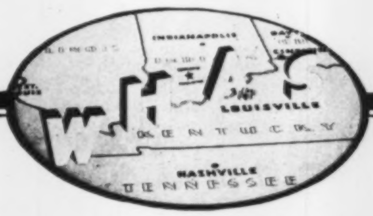
THE MOST remote broadcasting station under control of the Federal Radio Commission went on the air Feb. 3 from Little America and was heard by millions in the United States who tuned in on CBS stations.

Station KFZ, which was set up by CBS to carry the sponsored programs from the antarctic camp of Admiral Richard E. Byrd (General Foods Corp., New York, Grape Nuts), is the first broadcasting station ever set up in the vicinity of the South Pole. It operates with 1,000 watts power.

The station, according to a report from Admiral Byrd to Herbert L. Pettey, secretary of the Radio Commission, is temporarily housed in a tent. A special shack will be built as soon as snows permit. Charles J. V. Murphy, newspaperman-announcer, is in charge of KFZ, and John Dyer is the engineer.

Previous broadcasts from the Byrd expedition have come from the flag ship, the Jacob Ruppert.

TO PROMOTE the sale of tickets to the Presidential ball, WBT, Charlotte, N. C., staged an hour's sustaining broadcast in the armory auditorium. Nearly 10,000 persons packed the hall to see the parade of the station's foremost talent. This is said to be the largest turnout for a broadcast in the south.



During the past year Louisville has been outstanding as one of the bright business spots of the nation. To effectively reach this responsive Middle Western market and the important territory which surrounds it you must specify

Cleared Channel

Full Time

WHAS

Owned and Operated By
THE COURIER-JOURNAL and LOUISVILLE TIMES

50,000 WATTS 820 KILOCYCLES

REPRESENTED NATIONALLY BY EDWARD PETRY & CO.
New York—Chicago—Detroit—San Francisco—Atlanta.

3

Times Better

Business at WWVA for January 1934 tripled January 1933 totals!

WHY?

Because word is being passed around among radio advertisers who demand a run for their money that we—

Produce!

Limited time available for immediate scheduling. Write direct or consult our representatives.

WWVA—The Most Welcome Station in Eastern Ohio, Western Pennsylvania and West Virginia

5,000 WATTS
WWVA
1160 KILOCYCLES

West Virginia Broadcasting Corp.
Hawley Bldg.
Wheeling, W. Va.

Columbia Station

Representatives

J. H. McGillvra, 485 Madison Ave., New York City

Myron A. Reck, A-1808
175 West Jackson St.,
Chicago, Ill.

ACTIONS OF THE

FEDERAL RADIO COMMISSION

JANUARY 31 TO FEBRUARY 14 INCLUSIVE

Applications . . .

JANUARY 31

W8XL, Cuyahoga Heights Village, Ohio—Modification of CP for experimental visual broadcasting station extention of completion date to 8-25-34.

NEW, R. D. Lemert, 218 W. 42nd St., New York—CP for new experimental visual broadcasting station; 42000-56000, 60000-80000 kc., 500 w.

FEBRUARY 2

KARK, Little Rock, Ark.—Modification of CP authorizing installation of new equipment to move transmitter locally.

KWTO, Springfield, Mo.—Modification of license to increase power from 500 w. to 1 kw., D.

Applications returned to the applicant: NEW, J. R. Vancurren, Logan, O.—CP to operate on 1310 kc., 100 w., D., unlimited time; KCRC, Enid, Okla.—Modification of license to change frequency from 1370 to 1230 kc., increase power to 250 w. and time to unlimited; NEW, Hoosier Broadcasting, Inc., Indianapolis—CP to operate on 1360 kc., 1 kw., unlimited time.

FEBRUARY 4

WEAN, Providence, R. I.—Extension of special experiment authorization to use additional power of 250 w., night until 9-1-34.

WJAR, Providence, R. I.—Extension of special experiment authorization to use additional power of 250 w. night until 9-1-34.

WSAZ, Huntington, W. Va.—Modification of license to increase power from 500 w. to 1 kw.

Applications returned: WCAL, Northfield, Minn.—CP to increase power from 1 kw. to 1 kw., night, and 2½ kw. LS, also to make changes in equipment; WTMJ, Milwaukee—Authority to determine operating power by direct measurement of antenna power.

FEBRUARY 8

WBNS, Columbus, O.—Modification of license to change corporate name to WBNS, Inc., and change studio location to 33 N. High St., Columbus, O.; CP to move transmitter to Truro Township, O.

WLAP, Lexington, Ky.—Modification of CP for approval of transmitter and studio sites.

WJR, Detroit—Modification of CP granted 12-15-33 to make changes in equipment.

WSOC, Charlotte, N. C.—CP to install new equipment and increase D. power from 100 w. to 250 w.

NEW, Charles Henry Gunthorpe, Jr., Nacogdoches, Tex.—CP to operate at 1420 kc. 100 w. D.

WLBC, Muncie, Ind.—Extension of time under CP granted 10-10-33 until 3-10-34.

WDAF, Kansas City, Mo.—CP to install rectifier; NEW, Samuel Nathanuel Morris, Stamford, Tex.—CP to operate on 1420 kc., 100 w., S. H. (facilities of KFYO and KFPL).

FEBRUARY 10

WCAE, Pittsburgh—License to cover CP (as modified) granted 6-30-33 to make changes in equipment and move transmitter to Baldwin Township, Pa.; also authority to determine operating power by direct antenna measurement.

WWVA, Wheeling, W. Va.—License to cover CP granted 10-27-33 to move auxiliary transmitter; also CP to increase power from 5 kw. to 10 kw. and make changes in equipment.

KWCR, Cedar Rapids, Iowa—Modification of CP granted 1-16-34 for approval of transmitter site.

WHBU, Anderson, Ind.—CP to rebuild station destroyed by fire.

KGCR, Watertown, S. D.—CP to move transmitter locally.

WRJN, Racine, Wis.—CP to make changes in equipment.

WTAX, Springfield, Ill.—CP to move transmitter locally.

KIEM, Eureka, Cal.—Modification of license to change hours of operation from D. to unlimited (facilities of KFWI) amended to omit request for facilities of KFWI.

KGMB, Honolulu, T. H.—CP to make changes in equipment and change transmitter location amended to omit request to change transmitter site.

NEW, Hoosier Broadcasting, Inc., Indianapolis, Ind.—CP to operate on 1360 kc., power of 1 kw., unlimited time amended to change transmitter site (locally) and request facilities of WGES and those formerly used by WJKS (WIND).

KGW, Portland, Oreg.—CP to increase power from 1 kw. to 1 kw., 2½ kw., LS, and make changes in equipment.

Application returned: NEW, John E. Reagan, Monongahela, Pa.—CP to erect new station; WKAR, Michigan State College, East Lansing, Mich.—Modification of license to change hours of operation from D. to unlimited and change power from 1 kw., D. to 500 w., night and 1 kw., LS.

FEBRUARY 12

WNEL, San Juan, P. R.—Modification of CP granted 12-15-33 to install new equipment.

WKRC, Cincinnati—Extension of special experimental authorization to use 1 kw. until 9-1-34.

WJDX, Jackson, Miss.—CP to increase power from 1 kw. to 1 kw., 2½ kw., LS and make changes in equipment; amended re equipment changes.

WJBC, La Salle, Ill.—CP to move studio and transmitter to Wesleyan College Campus, Bloomington, Ill.

NEW, KWIL Broadcasting Co., Williston, N. D.—CP to operate on 1500 kc., power of 100 w., D.

Application returned to applicant: KGW, Portland, Oreg.—Modification of license to cover CP.

FEBRUARY 14

NEW, Newark—License on CP to consolidate WAAM & WODA; move transmitter and studio; use power of 1 kw., 2½ kw., IS; share WGCP (1/7 for WGCP).

WPTF, Raleigh, N. C.—Modification of CP granted 6-9-33 to extend commencement date to 2-19-34 and completion date to 5-17-34.

WKFI, Greenwood, Miss.—Modification of CP to move transmitter and studio locally and extend commencement and completion dates.

KFGQ, Boone, Iowa—Modification of license to change hours specified to unlimited.

Application returned: WCAZ, Carthage, Ill.—Modification to increase power from 50 w. to 100 w. and to operate daylight for Police Broadcasts. (Violation Rule 5.)

Decisions . . .

FEBRUARY 2

WRAM, Wilmington, N. C.—Granted CP to move station from Wilmington to Durham, N. C., make changes in equipment and change frequency from 1370 to 1500 kc.

KLCN, Blytheville, Ark.—Granted license covering local move of station; installation of new equipment and changing power from 50 to 100 w.; 1290 kc., D.

WPFB, Hattiesburg, Miss.—Granted modification of license to reduce hours of operation from unlimited to specified.

Set for hearing: WLBW, Erie, Pa.—Modification of license to increase night power from 500 w. to 1 kw.

Applications, heretofore set for hearing, dismissed at request of applicants: KGAR, Tuscon, Ariz.—Modification of license (facilities of KVOA); KVOA, Tucson, Ariz.—modification of license (facilities of KGAR); New, N. Vernon Clark, Chester, S. C.—CP for new station on 1310 kc., 100 w., D.; NEW, The Journal Co., Milwaukee, Wis.—license for special experimental facsimile transmission.

WCAO, Baltimore—(Ex. Rep. 520) Granted modification of license authorizing increase in power from 200 w. to 500 w. on 600 kc., sustaining Examiner Walker in part.

WICC, Bridgeport, Conn.—Granted modification of license authorizing increase in power from 250 w. night. 500 w., LS, to 500 w., on 600 kc., reversing Examiner Walker.

WCAC, Storrs, Conn.—Granted modification of license authorizing increase in power from 250 w. to 500 w., on 600 kc., and substituting the name Connecticut State College, instead of Connecticut Agriculture Colllge, sustaining Examiner Walker in part.

WOKO, Albany, N. Y.—(Ex. Rep. 527). Granted modification of license to change frequency from 1440 to 1430 kc., and change assignment of hours from D. and part time night sharing with WHEC, to unlimited time, reversing Examiner Walker.

WHEC, Rochester, N. Y.—Granted modification of license to change frequency from 1440 to 1430 kc., and change hours of operation from D. and part time night sharing with WOKO, to unlimited, reversing Examiner Walker.

WCAH, Columbus, O.—Granted modification of license to increase the D. power of station from 500 w. to 1 kw., and change hours of operation from D. and part time night, sharing with WHP, to unlimited time, on 1430 kc., reversing Examiner Walker.

WHP, Harrisburg, Pa.—Granted modification of license to change hours of operation from specified hours day, sharing with WCAH at night, to unlimited time, on 1430 kc., sustaining Examiner Walker in part.

WFEA, Manchester, N. H.—(Ex. Rep. 527). Denied license to operate on 1430 kc., with 500 w. power, unlimited time, reversing Examiner Walker.

NEW, Casco Bay Broadcasting Co., Portland, Me.—(Ex. Rep. 488). Denied application for CP for new station to operate on 1340 kc. with 500 w. power, sustaining former Examiner Yost.

NEW, Portland Maine Publishing Co., Portland, Me.—Denied application for CP for a new station to operate on 1340 kc., 500 w. power, sustaining Examiner Yost.

WQDM, St. Albans, Vt.—Dismissed application for CP to increase power from 100 w. to 1 kw., and change frequency from 1370 to 1340 kc., sustaining Examiner Yost.

WFEA, Manchester, N. H.—Granted modification of CP to change frequency from 1430 to 1340 kc. on an experimental basis, subject to certain condition. Examiner Yost reversed.

WRDO, Augusta, Me.—Denied CP to move WRDO from Augusta to Portland, Me., sustaining Examiner Yost. (Commissioners Starbuck and Hanley dissented in the cases involved in Ex. Rep. No. 488.)

KIEM, Eureka, Cal.—Application for modification of license to increase hours of operation from D. to unlimited on 1210 kc., 100 w., (facilities of KFWI), which was denied as in cases of default on Dec. 8, 1933, was restored to the hearing docket.

NEW, Northern Broadcasting Co., Inc., Laconia, N. H.—Application for new station to operate on 1310 kc., 100 w., D. only, (facilities of former WKAV), taken from hearing docket and granted.

NEW, George Webb, Newport, R. I.—Application for new station re-designated for hearing, to be heard on bill of particulars dated Dec. 5, 1933.

FEBRUARY 6

WTAG, Worcester, Mass.—Granted CP to move transmitter locally from 52 Front St., to 20 Franklin St., Worcester, Mass.

WJBO, Baton Rouge, La.—Modification of CP to move transmitter locally in Baton Rouge, La., and extend commencement date from 2-2-33 to 3-6-34, and extend completion date from 5-31-33 to 120 days from 2-6-34.

WENC, Albany, Ga.—Modification of CP granted for approval of transmitter site to be determined at 107 N. Jackson St., Albany, and extension of commencement date from 1-5-34 to 3-6-34 and etxension of completion date from 4-5-34 to 5-6-34.

WICC, Bridgeport, Conn.—Granted modification of license for direct measurement of antenna input, to determine power.

WMEX, Chelsea, Mass.—Granted modification of CP for approval of transmitter site authorized to be determined by CP at Chelsea, Mass.

WGST, Atlanta—Granted authority to operate with power of 250 w. D. for 10 days on account of construction work authorized by CP 3-P-B-3038.

WBNS, Columbus, Ohio—Granted moderation of license to change name to WBNS, Inc.; also granted CP to move transmitter to Truro Township.

Set for Hearing: NEW—Pittsburgh Radio Supply House, Greensburg, Pa.—CP for 620 kc. 250 w. D.; WSMK, Dayton, Ohio—Special experimental authorization to increase hours of operation from simultaneous day, specified at night, sharing with KQV to unlimited, simultaneous day and night with KQV, for period ending 5-1-34; KQV, Pittsburgh—Special experimental authorization to increase hours of operation from simultaneous day, specified at night, sharing with WSMK to unlimited, simultaneous day and night with WSMK, for period ending 5-1-34; WKBF, Indianapolis—Renewal of license.

FEBRUARY 9

WIBM, Jackson, Mich.—Granted CP to move station locally and make changes in equipment.

WCAE, Pittsburgh, Pa.—Granted CP to move auxiliary transmitter from Pittsburgh to Baldwin Township, Pa.

WMAS, Springfield, Mass.—Granted license covering increase in day power and changes in equipment; 250 watts day.

WFAM, South Bend, Ind.—Granted license covering changes in equipment.

KARK, Little Rock, Ark.—Granted modification of CP to move transmitter locally; extend commencement date immediately after this date and completion date to March 11, 1934.

WAVE, Louisville, Ky.—Granted modification of license to change name to WAVE, Inc.

WORC, Worcester, Mass.—Granted extension of special experiment authorized to operate unlimited time on 1280 kc., with 500 w., until June 1.

WSAI, Cincinnati—Granted extension of special experiment authority until May 1, to operate with 1 kw. power night time, 2½ kw., D., using special directional antenna array.

WLBC, Muncie, Ind.—Granted modification of CP to extend completion date of CP from Feb. 10 to March 10.

Set for hearing: NEW, E. L. Landsbert and K. V. Martin, Las Vegas, Nev.—CP for new station; 1420 kc., 100 w., unlimited time (facilities of KGIX); WJBK, Detroit—Special experiment authority to operate unlimited time experimentally until July 1; WHAD, Milwaukee—Special experiment authority to move transmitter locally, install new equipment, change frequency from 1120 kc. to 580 kc., increase power from 250 w. to 1 kw., and increase hours of operation from specified to unlimited experimentally.

NEW, Philip J. Wiseman, Lewiston, Me. (Ex. Rep. 492)—Denied application to operate on 640 kc., 500 w., limited time, sustaining Examiner Hill.

NEW, Harold Thomas, Waterbury, Conn. (Ex. Rep. 529)—Granted CP to operate on 1190 kc., 100 w., D. hours, sustaining Examiner Walker.

NEW, Willard G. Demuth, Uhrichsville, Ohio (Ex. Rep. 530)—Denied CP to operate on 1370 kc., 100 w. power, D. hours, sustaining Examiner Hill.

NEW, Thomas R. McTammany and William H. Bates, Jr., Modesto, Cal. (Ex. Rep. 532)—Granted CP to operate on 740 kc., 250 w. power, D. hours, reversing Examiner Walker.

WMBG, Richmond, Va. (Ex. Rep. 533)—Denied CP to increase power from 100 w. to 100 w. night, 250 w. LS, sustaining Examiner Hill.

WPHR, Petersburg, Va.—Granted renewal of license to operate on 1200 kc., 100 w. night, 250 w. LS, unlimited time, sustaining Examiner Hill.

WLWL, New York—Denied application for unlimited time on 1100 kc.; Commissioners Starbuck and Hanley dissented.

WPG, Atlantic City—Granted renewal of license, 1100 kc., 5 kw. power, specified hours, sharing with WLWL, Commissioners Starbuck and Hanley dissenting.

Oral argument in re Examiner's Report No. 534, involving KGDE, Fergus Falls, Minn., and the application of Herbert H. Fettee for the facilities of KGDE, was granted to be heard March 7.

The following cases, designated for hearing, were denied because applicants failed to enter their appearances: NEW, John E. McGoff, Julius Schaeffer and

Francis Thurston, Newport, R. I.—CP 1500 kc., 100 w., 9 hours per day; NEW, Henry Clay Allison, Fort Worth, Tex.—CP 1370 kc., 100 w. (share with KFJZ); WDEL, Wilmington, Del.—Modification of license, 1120 kc., 500 w., unlimited time; NEW—Richland Sound Systems, Mansfield, Ohio—1310 kc., 50 w., specified hours (facilities of WHBD); KUOA, Fayetteville, Ark.—Modification of license, 1260 kc., 1 kw., specified hours.

FEBRUARY 13

WCNW, Brooklyn, N. Y.—Granted modification of CP authorizing approval of transmitter site in Brooklyn, completion by May 1, 1934.

WHDF, Calumet, Mich.—Granted modification of license to change specified hours.

WSAZ, Huntington, W. Va.—Granted modification of increase power from 500 w. to 1 kw.

WHBU, Anderson, Ind.—Granted CP to rebuild station destroyed by fire, installation new equipment, and move transmitter and studio within building. 1210 kc., 100 w., unlimited.

WIP, WFI, and WLIT, Philadelphia—Granted extension of temporary experimental authority to operate with 500 w. additional power during daytime hours only, for the next regular license period.

Set for hearing: NEW, John V. L. Hogan, Long Island City, N. Y.—CP (experimental broadcast) 1550 kc., 1 kw., unlimited time; to be heard by the Commission en banc April 4th; NEW, L. M. Kennet, Indianapolis, Ind.—Same, except 1530 kc.; NEW, American-Republican, Inc., Waterbury, Conn.—Same; NEW, Fred W. Christian, Jr., and Raleigh W. Whiston, d/b as Christian & Whiston, Norco, Cal.—Same, except 1570 kc.

Action on Examiner's Report—Leo J. Omelian, Erie, Pa.—Granted CP for new station on 1420 kc., 100 w., unlimited time, sustaining Examiner Hill. (Commissioners Hanley and Lafount dissented. Report No. 515.)

WHAD, Milwaukee, Wis.—Reconsidered and set for hearing, application for consent to voluntary assignment of station license to WHAD, Inc., because of protest of station WISN.

Theaters Oppose CBS Playhouse

Little Revenue is Diverted From Commercial Houses

OPPOSITION of New York theatrical interests to the use of the former Hudson Theater as the CBS Radio Playhouse is not likely to make any appreciable difference in the network's policy of inviting large audiences to attend certain commercial programs, it is believed in radio circles.

It is pointed out that in most cases large blocks of tickets for every broadcast originating in either the NBC Auditorium Studio in Radio City or in the CBS Playhouse are taken by the sponsors or their advertising agencies for distribution among dealers, jobbers, salesmen and other employes.

These admissions certainly do not represent admissions which otherwise would have brought revenue to a commercial theater. In some cases the blocks of tickets taken for these purposes are so large as to leave little room for the general public, which continues to press for admission to the more spectacular programs.

Another answer to the "diverting paid admissions" argument is that very few radio programs last even as long as an hour. It seems unlikely that persons willing to spend from two to ten dollars for admission to a theatrical performance will be prevented from doing so by the possibility of enjoying free entertainment for half an hour, in most cases, and for an hour, in a few, when it is remembered that the average stage production, whether dramatic or operatic, lasts at least two and a half hours.

Canadian Radio News

By JAMES MONTAGNES

THERE ARE now 19 basic stations on the Canadian Radio Commission's various networks, the latest to be added being CHNC, New Carlisle, Quebec, on 1210 kc., making four basic stations in Quebec province. Ontario has four basic stations with two in Toronto; Nova Scotia has one, Prince Edward Island has one, New Brunswick has two, there is one in Manitoba, three in Saskatchewan, of which two are in Regina, two in Alberta and one in British Columbia. In addition there are 21 other stations in Canada using Commission programs from time to time.

* * *

The Canadian Radio Commission has been in court on contempt of court proceedings arising out of an injunction by the Canadian Performing Right Society restraining the Commission from using eight popular tunes. The Society claims that the Commission has used one of the prohibited songs since the granting of the injunction, and the Commission's representative appeared in court in Montreal. The question of fees to be paid by the Commission to the Society has yet to be settled.

* * *

There is a tendency in Canadian newspapers to drop radio columns. One of the best radio columns in the Dominion, that in the TORONTO STAR, has for instance, disappeared in the last few weeks, and only program listings are being carried. In other papers radio chatter is also at a minimum, with programs the only radio news appearing. Canadian papers, it is understood, are watching carefully what happens in the United States, before finally dropping unpaid programs from the daily issues.

* * *

Educators are working in conjunction with provincial education departments and the Radio Commission to develop a means of educational broadcasts for children living in rural or remote parts of the Dominion. There are many areas in the Dominion too sparsely settled for schools, and it is mainly with these regions in mind that the Radio Commission is working on plans for teaching the three r's by radio. Dramatic presentation is considered a necessity for such educational broadcasts.

Six Select Biddick

WALTER BIDDICK CO., Los Angeles, has been appointed western representative of WIP, Philadelphia; WGAR, Cleveland; WPRO, Providence; WBAL, Baltimore; WREC, Memphis; and WIND, Gary, Ind.

Supplements Radio

COMPLEMENTING the "Djer-Kiss Recital," now carried on a limited NBC-WJZ network, the Vadsco Sales Corp., Long Island City, N. Y. (Djer-Kiss cosmetics), plans to place supplemental advertising in Sunday newspapers in leading cities not covered by the network broadcast.

White House Considers First Zone Appointment

WORD was lacking, as BROADCASTING went to press, concerning appointment of a First Zone commissioner to fill the vacancy to be created when the term of Commissioner William D. L. Starbuck expires Feb. 23. Mr. Starbuck is a candidate for reappointment. Also mentioned for the post is John Killeen, New York, Democrat, and former publisher of a Bronx newspaper.

While it was stated that the President had reached no decision, one view was that the imminent creation of a communications commission and abolition of the Radio Commission might cause the Chief Executive to permit the appointment to lapse, rather than make an appointment for a short time.

Hearings on 1500 Band; Suggested For School Use

HEARINGS on the four applications for authority to locate broadcasting stations in the 1500-1600 kc. band, recently opened on a semi-experimental basis, will be held before the Radio Commission, sitting en banc on April 4. Applicants are John V. L. Hogan, Long Island City, N. Y.; L. M. Kennet, Indianapolis; American-Republican, Inc., Waterbury, Conn., and Christian and Whiston, Norco, Calif.

Simultaneously, it was learned that at the suggestion of Senator Dill (D.), of Washington, the Commission is informing all major educational institutions that the 1500-1600 kc. band is open for assignment. A letter from the Senator to the Commission raising this matter, and pointing out that educational institutions might find this band ideally suited for their purposes, will be sent along with the Commission's communication.

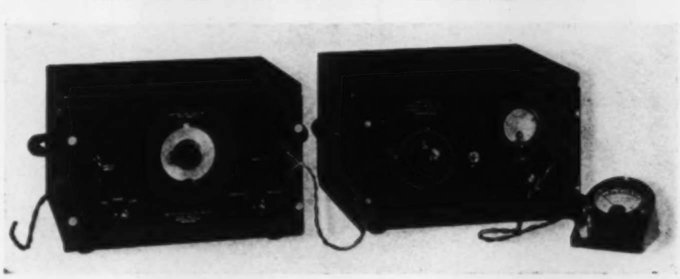
ERPI Turntable Lease at $1 Per Year

WESTERN ELECTRIC turntables leased by Electrical Research Products, Inc., to broadcasting stations will be available at a rental of one dollar per year after stations have completed five-year leases, it was learned Feb. 13 at ERPI headquarters in New York. The procedure, it was said, is to rent equipment for an initial period of three years with a two-year renewal to qualify for the $1 per year rental.

No station lease, it was pointed out, has yet run the full five years. As each individual station lease completes the five-year period it will have the option of renewing indefinitely on the dollar basis. Some 25 stations were said to be in the final two-year lease period. Future two-year contracts, ERPI stated, will include the dollar continuation proviso but initial three-year contracts are not affected.

AUTHORITY to build a new station at Modesto, Cal., to operate on 740 kc. with 250 watts, daytime, was granted by the Radio Commission Feb. 9 to Thomas R. McTammany and William H. Bates.

DISTORTION



Before brushing up quality in your station, it is necessary to know how much distortion there is and where it comes from. With the Type 836-A Distortion Factor Meter, the station can be checked step by step, and sources of distortion cleared up.

Price—$140.00

Made by the Manufacturers of The
GENERAL RADIO FREQUENCY MONITOR

Described in Catalog G (P 122). If you have no copy, write for details.

GENERAL RADIO COMPANY
CAMBRIDGE, MASSACHUSETTS

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FEDERAL RADIO COMMISSION

JANUARY 31 TO FEBRUARY 14 INCLUSIVE

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WEAN, Providence, R. I.—Extension of special experiment authorization to use additional power of 250 w., night until 9-1-34.

WJAR, Providence, R. I.—Extension of special experiment authorization to use additional power of 250 w. night until 9-1-34.

WSAZ, Huntington, W. Va.—Modification of license to increase power from 500 w. to 1 kw.

Applications returned: WCAL, Northfield, Minn.—CP to increase power from 1 kw. to 1 kw., night, and 2½ kw. LS, also to make changes in equipment; WTMJ, Milwaukee—Authority to determine operating power by direct measurement of antenna power.

FEBRUARY 8

WBNS, Columbus, O.—Modification of license to change corporate name to WBNS, Inc., and change studio location to 33 N. High St., Columbus, O.; CP to move transmitter to Truro Township, O.

WLAP, Lexington, Ky.—Modification of CP for approval of transmitter and studio sites.

WJR, Detroit—Modification of CP granted 12-15-33 to make changes in equipment.

WSOC, Charlotte, N. C.—CP to install new equipment and increase D. power from 100 w. to 250 w.

NEW, Charles Henry Gunthorpe, Jr., Nacogdoches, Tex.—CP to operate at 1420 kc. 100 w. D.

WLBC, Muncie, Ind.—Extension of time under CP granted 10-10-33 until 3-10-34.

WDAF, Kansas City, Mo.—CP to install rectifier; NEW, Samuel Nathanuel Morris, Stamford, Tex.—CP to operate on 1420 kc., 100 w., S. H. (facilities of KFYO and KFPL).

FEBRUARY 10

WCAE, Pittsburgh—License to cover CP (as modified) granted 6-30-33 to make changes in equipment and move transmitter to Baldwin Township, Pa.; also authority to determine operating power by direct antenna measurement.

WWVA, Wheeling, W. Va.—License to cover CP granted 10-27-33 to move auxiliary transmitter; also CP to increase power from 5 kw. to 10 kw. and make changes in equipment.

KWCR, Cedar Rapids, Iowa—Modification of CP granted 1-16-34 for approval of transmitter site.

WHBU, Anderson, Ind.—CP to rebuild station destroyed by fire.

KGCR, Watertown, S. D.—CP to move transmitter locally.

WRJN, Racine, Wis.—CP to make changes in equipment.

WTAX, Springfield, Ill.—CP to move transmitter locally.

KIEM, Eureka, Cal.—Modification of license to change hours of operation from D. to unlimited (facilities of KFWI) amended to omit request for facilities of KFWI.

KGMB, Honolulu, T. H.—CP to make changes in equipment and change transmitter location amended to omit request to change transmitter site.

NEW, Hoosier Broadcasting, Inc., Indianapolis, Ind.—CP to operate on 1360 kc., power of 1 kw., unlimited time amended to change transmitter site (locally) and request facilities of WGES and those formerly used by WJKS (WIND).

KGW, Portland, Oreg.—CP to increase power from 1 kw. to 1 kw., 2½ kw., LS, and make changes in equipment.

Application returned: NEW, John E. Reagan, Monongahela, Pa.—CP to erect new station; WKAR, Michigan State College, East Lansing, Mich.—Modification of license to change hours of operation from D. to unlimited and change power from 1 kw., D. to 500 w., night and 1 kw., LS.

FEBRUARY 12

WNEL, San Juan, P. R.—Modification of CP granted 12-15-33 to install new equipment.

WKRC, Cincinnati—Extension of special experimental authorization to use 1 kw. until 9-1-34.

WJDX, Jackson, Miss.—CP to increase power from 1 kw. to 1 kw., 2½ kw., LS and make changes in equipment; amended re equipment changes.

WJBC, La Salle, Ill.—CP to move studio and transmitter to Wesleyan College Campus, Bloomington, Ill.

NEW, KWIL Broadcasting Co., Williston, N. D.—CP to operate on 1500 kc., power of 100 w., D.

Application returned to applicant: KGW, Portland, Oreg.—Modification of license to cover CP.

FEBRUARY 14

NEW, Newark—License on CP to consolidate WAAM & WODA; move transmitter and studio; use power of 1 kw., 2½ kw., IS; share WGCP (1/7 for WGCP).

WPTF, Raleigh, N. C.—Modification of CP granted 6-9-33 to extend commencement date to 2-19-34 and completion date to 5-17-34.

WKFI, Greenwood, Miss.—Modification of CP to move transmitter and studio locally and extend commencement and completion dates.

KFGQ, Boone, Iowa—Modification of license to change hours specified to unlimited.

Application returned: WCAZ, Carthage, Ill.—Modification to increase power from 50 w. to 100 w. and to operate daylight for Police Broadcasts. (Violation Rule 5.)

Decisions . . .

FEBRUARY 2

WRAM, Wilmington, N. C.—Granted CP to move station from Wilmington to Durham, N. C., make changes in equipment and change frequency from 1370 to 1500 kc.

KLCN, Blytheville, Ark.—Granted license covering local move of station; installation of new equipment and changing power from 50 to 100 w.; 1290 kc., D.

WPFB, Hattiesburg, Miss.—Granted modification of license to reduce hours of operation from unlimited to specified.

Set for hearing: WLBW, Erie, Pa.—Modification of license to increase night power from 500 w. to 1 kw.

Applications, heretofore set for hearing, dismissed at request of applicants: KGAR, Tuscon, Ariz.—Modification of license (facilities of KVOA); KVOA, Tucson, Ariz.—modification of license (facilities of KGAR); New, N. Vernon Clark, Chester, S. C.—CP for new station on 1310 kc., 100 w., D.; NEW, The Journal Co., Milwaukee, Wis.—license for special experimental facsimile transmission.

WCAO, Baltimore—(Ex. Rep. 520) Granted modification of license authorizing increase in power from 200 w. to 500 w. on 600 kc., sustaining Examiner Walker in part.

WICC, Bridgeport, Conn.—Granted modification of license authorizing increase in power from 250 w. night, 500 w., LS, to 500 w., on 600 kc., reversing Examiner Walker.

WCAC, Storrs, Conn.—Granted modification of license authorizing increase in power from 250 w. to 500 w., on 600 kc., and substituting the name Connecticut State College, instead of Connecticut Agriculture Colllge, sustaining Examiner Walker in part.

WOKO, Albany, N. Y.—(Ex. Rep. 527). Granted modification of license to change frequency from 1440 to 1430 kc., and change assignment of hours from D. and part time night sharing with WHEC, to unlimited time, reversing Examiner Walker.

WHEC, Rochester, N. Y.—Granted modification of license to change frequency from 1440 to 1430 kc., and change hours of operation from D. and part time night sharing with WOKO, to unlimited, reversing Examiner Walker.

WCAH, Columbus, O.—Granted modification of license to increase the D. power of station from 500 w. to 1 kw., and change hours of operation from D. and part time night, sharing with WHP, to unlimited time, on 1430 kc., reversing Examiner Walker.

WHP, Harrisburg, Pa.—Granted modification of license to change hours of operation from specified hours day, sharing with WCAH at night, to unlimited time, on 1430 kc., sustaining Examiner Walker in part.

WFEA, Manchester, N. H.—(Ex. Rep. 527). Denied license to operate on 1430 kc., with 500 w. power, unlimited time, reversing Examiner Walker.

NEW, Casco Bay Broadcasting Co., Portland, Me.—(Ex. Rep. 488). Denied application for CP for new station to operate on 1340 kc. with 500 w. power, sustaining former Examiner Yost.

NEW, Portland Maine Publishing Co., Portland, Me.—Denied application for CP for a new station to operate on 1340 kc., 500 w. power, sustaining Examiner Yost.

WQDM, St. Albans, Vt.—Dismissed application for CP to increase power from 100 w. to 1 kw., and change frequency from 1370 to 1340 kc., sustaining Examiner Yost.

WFEA, Manchester, N. H.—Granted modification of CP to change frequency from 1430 to 1340 kc. on an experimental basis, subject to certain condition. Examiner Yost reversed.

WRDO, Augusta, Me.—Denied CP to move WRDO from Augusta to Portland, Me., sustaining Examiner Yost. (Commissioners Starbuck and Hanley dissented in the cases involved in Ex. Rep. No. 488.)

KIEM, Eureka, Cal.—Application for modification of license to increase hours of operation from D. to unlimited on 1210 kc., 100 w., (facilities of KFWI), which was denied as in cases of default on Dec. 8, 1933, was restored to the hearing docket.

NEW, Northern Broadcasting Co., Inc., Laconia, N. H.—Application for new station to operate on 1310 kc., 100 w., D. only, (facilities of former WKAV), taken from hearing docket and granted.

NEW, George Webb, Newport, R. I.—Application for new station re-designated for hearing, to be heard on bill of particulars dated Dec. 5, 1933.

FEBRUARY 6

WTAG, Worcester, Mass.—Granted CP to move transmitter locally from 52 Front St., to 20 Franklin St., Worcester, Mass.

WJBO, Baton Rouge, La.—Modification of CP to move transmitter locally in Baton Rouge, La., and extend commencement date from 2-2-33 to 3-6-34, and extend completion date from 5-31-33 to 120 days from 2-6-34.

WENC, Albany, Ga.—Modification of CP granted for approval of transmitter site to be determined at 107 N. Jackson St., Albany, and extension of commencement date from 1-5-34 to 3-6-34 and etxension of completion date from 4-5-34 to 5-6-34.

WICC, Bridgeport, Conn.—Granted modification of license for direct measurement of antenna input, to determine power.

WMEX, Chelsea, Mass.—Granted modification of CP for approval of transmitter site authorized to be determined by CP at Chelsea, Mass.

WGST, Atlanta—Granted authority to operate with power of 250 w. D. for 10 days on account of construction work authorized by CP 3-P-B-3038.

WBNS, Columbus, Ohio—Granted moderation of license to change name to WBNS, Inc.; also granted CP to move transmitter to Truro Township.

Set for Hearing: NEW—Pittsburgh Radio Supply House, Greensburg, Pa.—CP for 620 kc. 250 w. D.; WSMK, Dayton, Ohio—Special experimental authorization to increase hours of operation from simultaneous day, specified at night, sharing with KQV to unlimited, simultaneous day and night with KQV, for period ending 5-1-34; KQV, Pittsburgh—Special experimental authorization to increase hours of operation from simultaneous day, specified at night, sharing with WSMK to unlimited, simultaneous day and night with WSMK, for period ending 5-1-34; WKBF, Indianapolis—Renewal of license.

FEBRUARY 9

WIBM, Jackson, Mich.—Granted CP to move station locally and make changes in equipment.

WCAE, Pittsburgh, Pa.—Granted CP to move auxiliary transmitter from Pittsburgh to Baldwin Township, Pa.

WMAS, Springfield, Mass.—Granted license covering increase in day power and changes in equipment; 250 watts day.

WFAM, South Bend, Ind.—Granted license covering changes in equipment.

KARK, Little Rock, Ark.—Granted modification of CP to move transmitter locally; extend commencement date immediately after this date and completion date to March 11, 1934.

WAVE, Louisville, Ky.—Granted modification of license to change name to WAVE, Inc.

WORC, Worcester, Mass.—Granted extension of special experiment authorized to operate unlimited time on 1280 kc., with 500 w., until June 1.

WSAI, Cincinnati—Granted extension of special experiment authority until May 1, to operate with 1 kw. power night time, 2½ kw., D., using special directional antenna array.

WLBC, Muncie, Ind.—Granted modification of CP to extend completion date of CP from Feb. 10 to March 10.

Set for hearing: NEW, E. L. Landsbert and K. V. Martin, Las Vegas, Nev.—CP for new station; 1420 kc., 100 w., unlimited time (facilities of KGIX); WJBK, Detroit—Special experiment authority to operate unlimited time experimentally until July 1; WHAD, Milwaukee—Special experiment authority to move transmitter locally, install new equipment, change frequency from 1120 kc. to 580 kc., increase power from 250 w. to 1 kw., and increase hours of operation from specified to unlimited experimentally.

NEW, Philip J. Wiseman, Lewiston, Me. (Ex. Rep. 492)—Denied application to operate on 640 kc., 500 w., limited time, sustaining Examiner Hill.

NEW, Harold Thomas, Waterbury, Conn. (Ex. Rep. 529)—Granted CP to operate on 1190 kc., 100 w., D. hours, sustaining Examiner Walker.

NEW, Willard G. Demuth, Uhrichsville, Ohio (Ex. Rep. 530)—Denied CP to operate on 1370 kc., 100 w. power, D. hours, sustaining Examiner Hill.

NEW, Thomas R. McTammany and William H. Bates, Jr., Modesto, Cal. (Ex. Rep. 532)—Granted CP to operate on 740 kc., 250 w. power, D. hours, reversing Examiner Walker.

WMBG, Richmond, Va. (Ex. Rep. 533)—Denied CP to increase power from 100 w. to 100 w. night, 250 w. LS, sustaining Examiner Hill.

WPHR, Petersburg, Va.—Granted renewal of license to operate on 1200 kc., 100 w. night, 250 w. LS, unlimited time, sustaining Examiner Hill.

WLWL, New York—Denied application for unlimited time on 1100 kc.; Commissioners Starbuck and Hanley dissented.

WPG, Atlantic City—Granted renewal of license, 1100 kc., 5 kw. power, specified hours, sharing with WLWL, Commissioners Starbuck and Hanley dissenting.

Oral argument in re Examiner's Report No. 534, involving KGDE, Fergus Falls, Minn., and the application of Herbert H. Fettee for the facilities of KGDE, was granted to be heard March 7.

The following cases, designated for hearing, were denied because applicants failed to enter their appearances: NEW, John E. McGoff, Julius Schaeffer and

Francis Thurston, Newport, R. I.—CP 1500 kc., 100 w., 9 hours per day; NEW, Henry Clay Allison, Fort Worth, Tex.—CP 1370 kc., 100 w. (share with KFJZ); WDEL, Wilmington, Del.—Modification of license, 1120 kc., 500 w., unlimited time; NEW—Richland Sound Systems, Mansfield, Ohio—1310 kc., 50 w., specified hours (facilities of WHBD); KUOA, Fayetteville, Ark.—Modification of license, 1260 kc., 1 kw., specified hours.

FEBRUARY 13

WCNW, Brooklyn, N. Y.—Granted modification of CP authorizing approval of transmitter site in Brooklyn, completion by May 1, 1934.

WHDF, Calumet, Mich.—Granted modification of license to change specified hours.

WSAZ, Huntington, W. Va.—Granted modification of increase power from 500 w. to 1 kw.

WHBU, Anderson, Ind.—Granted CP to rebuild station destroyed by fire, installation new equipment, and move transmitter and studio within building. 1210 kc., 100 w., unlimited.

WIP, WFI, and WLIT, Philadelphia—Granted extension of temporary experimental authority to operate with 500 w. additional power during daytime hours only, for the next regular license period.

Set for hearing: NEW, John V. L. Hogan, Long Island City, N. Y.—CP (experimental broadcast) 1550 kc., 1 kw., unlimited time; to be heard by the Commission en banc April 4th; NEW, L. M. Kennet, Indianapolis, Ind.—Same, except 1530 kc.; NEW, American-Republican, Inc., Waterbury, Conn.—Same; NEW, Fred W. Christian, Jr., and Raleigh W. Whiston, d/b as Christian & Whiston, Norco, Cal.—Same, except 1570 kc.

Action on Examiner's Report—Leo J. Omelian, Erie, Pa.—Granted CP for new station on 1420 kc., 100 w., unlimited time, sustaining Examiner Hill. (Commissioners Hanley and Lafount dissented. Report No. 515.)

WHAD, Milwaukee, Wis.—Reconsidered and set for hearing, application for consent to voluntary assignment of station license to WHAD, Inc., because of protest of station WISN.

Theaters Oppose CBS Playhouse

Little Revenue is Diverted From Commercial Houses

OPPOSITION of New York theatrical interests to the use of the former Hudson Theater as the CBS Radio Playhouse is not likely to make any appreciable difference in the network's policy of inviting large audiences to attend certain commercial programs, it is believed in radio circles.

It is pointed out that in most cases large blocks of tickets for every broadcast originating in either the NBC Auditorium Studio in Radio City or in the CBS Playhouse are taken by the sponsors or their advertising agencies for distribution among dealers, jobbers, salesmen and other employes.

These admissions certainly do not represent admissions which otherwise would have brought revenue to a commercial theater. In some cases the blocks of tickets taken for these purposes are so large as to leave little room for the general public, which continues to press for admission to the more spectacular programs.

Another answer to the "diverting paid admissions" argument is that very few radio programs last even as long as an hour. It seems unlikely that persons willing to spend from two to ten dollars for admission to a theatrical performance will be prevented from doing so by the possibility of enjoying free entertainment for half an hour, in most cases, and for an hour, in a few, when it is remembered that the average stage production, whether dramatic or operatic, lasts at least two and a half hours.

Canadian Radio News

By JAMES MONTAGNES

THERE ARE now 19 basic stations on the Canadian Radio Commission's various networks, the latest to be added being CHNC, New Carlisle, Quebec, on 1210 kc., making four basic stations in Quebec province. Ontario has four basic stations with two in Toronto; Nova Scotia has one, Prince Edward Island has one, New Brunswick has two, there is one in Manitoba, three in Saskatchewan, of which two are in Regina, two in Alberta and one in British Columbia. In addition there are 21 other stations in Canada using Commission programs from time to time.

* * *

The Canadian Radio Commission has been in court on contempt of court proceedings arising out of an injunction by the Canadian Performing Right Society restraining the Commission from using eight popular tunes. The Society claims that the Commission has used one of the prohibited songs since the granting of the injunction, and the Commission's representative appeared in court in Montreal. The question of fees to be paid by the Commission to the Society has yet to be settled.

* * *

There is a tendency in Canadian newspapers to drop radio columns. One of the best radio columns in the Dominion, that in the TORONTO STAR, has for instance, disappeared in the last few weeks, and only program listings are being carried. In other papers radio chatter is also at a minimum, with programs the only radio news appearing. Canadian papers, it is understood, are watching carefully what happens in the United States, before finally dropping unpaid programs from the daily issues.

* * *

Educators are working in conjunction with provincial education departments and the Radio Commission to develop a means of educational broadcasts for children living in rural or remote parts of the Dominion. There are many areas in the Dominion too sparsely settled for schools, and it is mainly with these regions in mind that the Radio Commission is working on plans for teaching the three r's by radio. Dramatic presentation is considered a necessity for such educational broadcasts.

Six Select Biddick

WALTER BIDDICK CO., Los Angeles, has been appointed western representative of WIP, Philadelphia; WGAR, Cleveland; WPRO, Providence; WBAL, Baltimore; WREC, Memphis; and WIND, Gary, Ind.

Supplements Radio

COMPLEMENTING the "Djer-Kiss Recital," now carried on a limited NBC-WJZ network, the Vadsco Sales Corp., Long Island City, N. Y. (Djer-Kiss cosmetics), plans to place supplemental advertising in Sunday newspapers in leading cities not covered by the network broadcast.

White House Considers First Zone Appointment

WORD was lacking, as BROADCASTING went to press, concerning appointment of a First Zone commissioner to fill the vacancy to be created when the term of Commissioner William D. L. Starbuck expires Feb. 23. Mr. Starbuck is a candidate for reappointment. Also mentioned for the post is John Killeen, New York, Democrat, and former publisher of a Bronx newspaper.

While it was stated that the President had reached no decision, one view was that the imminent creation of a communications commission and abolition of the Radio Commission might cause the Chief Executive to permit the appointment to lapse, rather than make an appointment for a short time.

Hearings on 1500 Band; Suggested For School Use

HEARINGS on the four applications for authority to locate broadcasting stations in the 1500-1600 kc. band, recently opened on a semi-experimental basis, will be held before the Radio Commission, sitting en banc on April 4. Applicants are John V. L. Hogan, Long Island City, N. Y.; L. M. Kennet, Indianapolis; American-Republican, Inc., Waterbury, Conn., and Christian and Whiston, Norco, Calif.

Simultaneously, it was learned that at the suggestion of Senator Dill (D.), of Washington, the Commission is informing all major educational institutions that the 1500-1600 kc. band is open for assignment. A letter from the Senator to the Commission raising this matter, and pointing out that educational institutions might find this band ideally suited for their purposes, will be sent along with the Commission's communication.

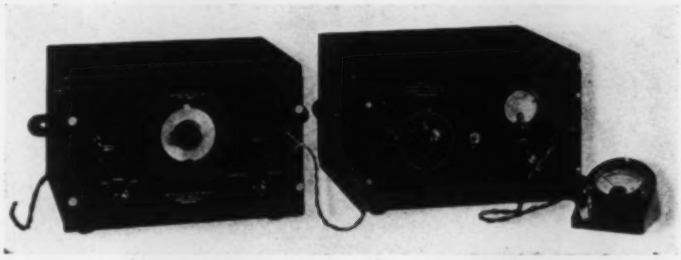
ERPI Turntable Lease at $1 Per Year

WESTERN ELECTRIC turntables leased by Electrical Research Products, Inc., to broadcasting stations will be available at a rental of one dollar per year after stations have completed five-year leases, it was learned Feb. 13 at ERPI headquarters in New York. The procedure, it was said, is to rent equipment for an initial period of three years with a two-year renewal to qualify for the $1 per year rental.

No station lease, it was pointed out, has yet run the full five years. As each individual station lease completes the five-year period it will have the option of renewing indefinitely on the dollar basis. Some 25 stations were said to be in the final two-year lease period. Future two-year contracts, ERPI stated, will include the dollar continuation proviso but initial three-year contracts are not affected.

AUTHORITY to build a new station at Modesto, Cal., to operate on 740 kc. with 250 watts, daytime, was granted by the Radio Commission Feb. 9 to Thomas R. McTammany and William H. Bates.

DISTORTION



Before brushing up quality in your station, it is necessary to know how much distortion there is and where it comes from. With the Type 836-A Distortion Factor Meter, the station can be checked step by step, and sources of distortion cleared up.

Price—$140.00

Made by the Manufacturers of The
GENERAL RADIO FREQUENCY MONITOR

Described in Catalog G (P 122). If you have no copy, write for details.

GENERAL RADIO COMPANY

CAMBRIDGE, MASSACHUSETTS

XUM

WE CONDUCT NO BROADCASTS IN CHINESE!

Station WAVE does *not* "cover" forty-eight states, Mexico, Canada—or China ● We *do* cover the rich Louisville market—a million souls, 420,000 of whom live almost within sight of our new tower in down-town Louisville ● No waste—an N. B. C. audience.

STATION
WAVE
INCORPORATED
LOUISVILLE, KY.
1000 WATTS . . . 940 K. C.

BROADCASTING IN THE ANTIPODES

Radio-Press Relations Harmonious; Agency Recognition Offers No Problems, Australian Visitor Says

By A. E. BENNETT

[EDITOR'S NOTE—*This is an interview with the managing director and chairman of the board, 2GB, Sydney, Australia, and vice president of the Australian Federation of Broadcasting Stations, who has been visiting in the United States.*]

AS YOU may know, our Australian radio set-up is a sort of combination of the British and American systems. The government stations are managed by the Australian Radio Commission. Some half million set owners are taxed yearly to support the government broadcast stations.

In addition there are the Class B stations, which operate both sustaining and commercially sponsored programs as in your country. These receive no government assistance. And, by the way, the Class B designation has just been changed to "national service and licensed stations."

No Radio-Press Issue

WE HAVE never been troubled with a "radio and press war." Both mediums work in perfect harmony. In fact many newspapers own and operate stations just as they do in the United States. The attitude in general is a genuinely friendly one.

Newspapers do not consider radio a competitor. The dailies carry complete time schedules and program information about stations without any coercion or urging. The listings are just as much a matter of public service, on the part of the newspapers as are the programs from the stations.

I should not like to say that announcers in the United States are more mechanical and less human than ours, but in Australia we have made quite a personality out of station announcers. Their voices are welcomed in thousands of families. Their words are eagerly awaited.

No Talent Featured

OF COURSE this is largely because we have no particularly outstanding programs or entertainers to feature. We have no Bing Crosby, Kate Smith, Joe Penner or Rudy Vallee. We have no Chase & Sanborn, Old Gold, Standard Oil, General Foods or other programs known everywhere by the name of the sponsor.

So, without talent or programs to promote, we have naturally ballyhooed our announcers. At 2GB, for example, we have fourteen announcers and every school child in the Commonwealth knows them by name and voice.

I understand that agency recognition has caused considerable concern in the states. We have accepted the time-honored newspaper list of advertising agencies, and if a radio agency is newly established we vote on recognition and commission.

Conditions on Agencies

AGENCIES must have a capital of approximately $2,500 before our stations will do business with them. And, in cases where bills go unpaid over a 60 day period, the account is not commissionable.

Commissions range from 7½ to 15 per cent. This is on time only. We have not had to face the talent commission problem as you have. This has been due entirely to the fact that gramaphone and transcription programs have been the rule and, in the few cases where artists were used, they are station staff members.

Five Stations in Chicago Protest WJJD Removal

FIVE PROTESTS against the decision authorizing WJJD to remove its principal studio from Mooseheart, Ill., to Chicago were filed with the Radio Commission Feb. 8 on the ground that the removal is prejudicial to the interests of existing Chicago stations. Each protest asked that the decision, rendered Jan. 16, be set aside and that the case be designated for hearing pursuant to the regulations which make hearings mandatory upon protest.

The protests were filed by NBC in behalf of WMAQ and WENR; and by WGN, WLS and WCFL. The complainants pointed out that the action was contrary to repeated expressions by the Commission that there is an excess of facilities in Chicago in denying other applications.

Chicken Feed Profits

(*Continued from page* 17)

cided to go into the business of raising chickens. Their tribulations were those easily recognized by agriculturalists, and Larro chicken feed was invariably the "deus ex machina" which pulled the boys out of their various predicaments.

Dealers Doubled

THE DEALER tie-up was very close. Posters and window displays showing pictures of the Larro Harmoneers and announcing their broadcast schedule, were distributed throughout New England. Within three weeks, the number of dealers handling Larrowe Company products had increased 100 per cent in the New England states.

During the fifth broadcast in the series, "Oscar," the leading comic character (played by Howard Thompson), went to a photographer's studio to have his picture taken. Although it was not announced that the resulting masterpiece would be available to his radio friends, nearly 10,000 letters were received by him requesting the picture. (P. S.—They got the picture.)

Before the expiration of the first 13 weeks, the Larrowe Company announced that its business in New England had shattered all records, despite the supposed prejudice among New England farmers against change. The program was extended another 13 weeks, allowing for two programs a week. The programs, incidentally, are broadcast at noon, on the assumption that this is the best time for catching hard-working and hungry farmers.

Sends Men to Farms

THIS YEAR the contract has been renewed, with the Harmoneers still carrying on with their chicken farm. Besides the five stations of the New England Network, WOR, Newark, has been added. In addition, the Larrowe Company has contracted with WBAL, Baltimore, for a program advertising its wares to Maryland agriculturalists.

Thus, chicken feed is more than mere "chicken feed" at WTIC. One letter in the Larrowe Company files describes how a little girl on a farm in Maine convinced her father that "Oscar" is right in maintaining that Larro feeds offer "the greatest possible profit over feed cost." Other interesting testimonial letters assert that "Oscar" sent unemployed men back to the farm, there to raise chickens on Larro feed.

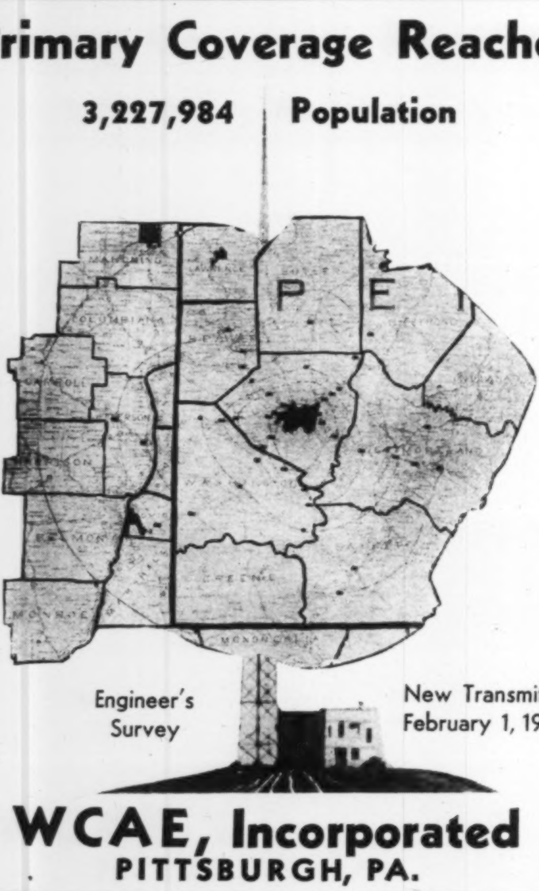
Iowa Soap Series

IOWA SOAP Co., Burlington, Ia. (Magic Washer Soap and Pynaseptic) on Feb. 12 started a series of thirteen 15-minute transcriptions, produced by RCA Victor Co., on a selected group of middle western stations. Program features Carlos Molina and his South American orchestra. Account was placed by R. J. Potts & Co., Kansas City.

A NEW local station to operate on 1190 kc. with 100 watts, daytime hours only, was authorized by the Radio Commission Feb. 9 at Waterbury, Conn., to Harold Thomas.

Primary Coverage Reaches

3,227,984 Population



Engineer's Survey

New Transmitter February 1, 1934

WCAE, Incorporated
PITTSBURGH, PA.

TWO OVER ONE

Holland Sends Two Programs On Wave Simultaneously

TRANSMISSION of two separate broadcasting programs simultaneously on the same channel, similar to the system used in "scrambling" code communication, is being accomplished experimentally in Holland, according to reports from abroad. Each of the "paired" programs, it is stated, is receivable without mutual interference by use of a simple change-over switch, which has the effect of reversing reception and of "unscrambling" the two programs.

While engineers here declare such a development along practicable lines would be of inestimable benefit to broadcasting, they doubt the possibility of elimination of distorting interference. So far as is known, no similar experiments are being conducted here. Practical application of the method would have the effect of doubling the program capacity of the broadcast band.

The basic principle of this "paired" transmission is said to be the use of a high frequency "distributor," which feeds first one program and then the other in rapid alternation to the same transmitting aerial. The operation is so arranged that the receiver "skips" over the impulses not tuned at a rate of interruption so high that it is inaudible.

Soby's Yardstick Survey Applied to Two Counties

BENJAMIN SOBY and Associates, of Williamsburg, Pa., is engaged in measuring the radio audience of Cuyahoga county, O., which includes Cleveland. The survey will show the number of homes tuned in by 15-minute intervals from 8 a. m. to 10:30 p. m.

Beginning Feb. 18 the Soby firm will measure the audience of WCAE, Pittsburgh. When completed, Soby will have ascertained the average audience of all stations heard in Allegheny county by 15-minute intervals week days and Sundays as well as the daily audience of WCAE classified as to counties and states in number of radio homes.

Crystal Tests O. K.

FINDING that the "matched crystal" operation on 1,430 kc. has proved practical, the Radio Commission Feb. 2 made permanent the assignment of four stations on that frequency with full time. The stations, which heretofore have operated experimentally, are: WOKO, Albany, and WHEC, Rochester, shifted from 1,440 kc. and limited time; WBNS (formerly WCAH) Columbus, O., given increase in daytime power from 500 watts to 1 kw., and from part time, and WHP, Harrisburg, which has operated specified hours on 1,430 kc.

NO wonder WSM's time is being bought by the shrewdest sales organizations in the country.

For the South is the greatest beneficiary of the new deal. . . .

. . . and WSM Sells the South!

Exclusive National Representatives
EDWARD PETRY AND COMPANY
New York Chicago Atlanta Detroit San Francisco

Cleared Channel Unlimited Time

WSM

NBC Affiliate 50,000 WATTS 650 Kilocycles

Owned and Operated by
The National Life & Accident Insurance Company, Inc.
NASHVILLE, TENNESSEE

"90% of 1,000 HOMES

in St. Louis knew of or had heard our program each morning from WIL." The president of a local outstanding laundry, using WIL exclusively, wrote this startling, unsolicited fact, following a personal survey made by the route-men of the laundry of 1,000 homes in St. Louis. For more than three years this prominent laundry has used WIL exclusively to bring its advertising message to St. Louisans. WIL Means Guaranteed Results.

50,000 NEW CUSTOMERS

were made by a great Chinese Catering Concern, delivering Chinese foods in St. Louis, and sponsoring a 15-minute daily program, using WIL exclusively for its radio broadcasting. WIL Means Guaranteed Results.

FIVE YEARS

of daily consistent radio programs exclusive is the record of an outstanding jewelry firm in St. Louis—and confidence in the station's ability to produce results never questioned. There are many other examples that could be shown. That is why WIL regularly and consistently carries more local sponsored programs than its other three station competitors **combined.**

WIL

ST. LOUIS

"The Biggest Little Station In The Nation"

Roper Group Report

(*Continued from page 5*)

details thereof to the Commission to work out in the light of the progress of the art, present social and economic problems, population and area.

"In the main," it was stated, "it involves the consideration of a reallocation of facilities in the United States, based upon engineering principles, in view of the existing progress of the art and requires further study before any concrete or detailed recommendations for substitutions can be made."

Ban on Border Stations

A NEW section in the law, plainly aimed at border stations with studios in the United States, such as John R. Brinkley's XER, at Villa Acuna, Mex., across from Del Rio, Tex., was proposed. The transmission of programs from the United States to any foreign station would be prohibited unless authority had been granted by the Commission.

Because of the proposal by the Interdepartmental Committee that a communications commission be established, the suggested amendments included a proviso to give that projected agency control over regulations of rates and tariffs for public utility communications enterprises. Regulation of broadcasting rates was not mentioned, however. Specifically, the report said that in the interest of efficiency and economy, the same body that regulates the transmission of radio communications should regulate wire communications and should be given power to regulate rates and practices of both. At present the Interstate Commerce Commission is authorized to regulate such rates.

Power to Suspend

ANOTHER proposed amendment would prohibit broadcasting of lotteries or gift enterprises based on games of chance, against which there is no objection in the industry. The final proposal, and one which in the past has been protested vigorously in behalf of broadcasters, is that the Commission be given authority to suspend the licenses of stations transgressing the law as a half-way punitive measure. Now, the Commission must either revoke the license of a station or allow it to go unpunished, whereas with the authority to suspend licenses it would have an intermediate form of action. Broadcasters, through the NAB, have opposed the proposal on the ground that a station penalized by suspension of its license might as well be deleted, and furthermore that the punishment would not only harm the station but would penalize the public as well by depriving it of the station's programs and service.

CLASSIFIED ADVERTISEMENTS

Classified advertisements in BROADCASTING cost 7c per word for each insertion. Count three words when box number address is used. Cash must accompany order.

Forms close 28th and 13th of month preceding issue.

Situations Wanted

Broadcast engineer, licensed operator first class—Thorough experience past six years, four and one-half years chief engineer covering installation, maintenance and operation of 500 to 1,000 watt stations, wants position. Graduated college and technical schools. Excellent references. Box 166, BROADCASTING.

Broadcast engineer, licensed, thirteen years experience. Desires connection with station, temporary or permanent. Age 33. Experienced installation, maintenance, modernization. Correspondence solicited. Box 164, BROADCASTING.

Broadcast Operator—First class radiophone licensed. Thorough knowledge and practical experience in television. Anxious to give double value in service. Box 161, BROADCASTING.

Salesman—9 years radio and newspaper experience. Also write continuity, plan programs, participate. Go anywhere. Box 165, BROADCASTING.

Broadcast technician, thoroughly experienced, CREI graduate, licensed, single, age 29. Box 162, BROADCASTING.

For Sale

STATION FOR SALE

This full time radio station in New York State is for sale or lease. 100 watts—new transmitter and all necessary units—velocity microphones, remote equipment. Write for appointment in New York City or at location. Box 163, BROADCASTING.

Broadcast Equipment

For sale, cheap, automatic temperature control equipment. 500 cycle deviation for Western Electric 105-C transmitter. Address WRVA, Richmond, Va.

WBNX Reorganizes

THE SALES department of WBNX, New York, has been reorganized with Sidney Flamm, brother of Donald Flamm and formerly in the commercial division of WMCA, as commercial director. On the sales staff now are Cornelius R. Lee, from the sales staff of WMCA; Philip Masters, and Cornelius J. Weed, from Lord and Thomas, New York.

Amuck in a Studio

EDWIN WOLVERTON, 21, an announcer, of Grand Junction, Col., was killed Feb. 5 in the studios of KHJ, Los Angeles, when Clarence L. Walters, of Santa Ana, suddenly went insane and ran amuck. Before attacking Wolverton with a knife, Walters threatened Miss Grace Kane, of the artists' bureau clerical staff. Walters was job hunting. Wolverton was having an audition.

CREDITS ARE CUT

"Gilmore Circus" Commercials Limited by Sponsor

"GILMORE CIRCUS," sponsored by the Gilmore Oil Co. weekly from KFI, Los Angeles, over the NBC-KGO network late in January inaugurated something new in commercial announcements. The one hour program will hereafter carry only two commercial announcements, one at the beginning and the other at the end. Each will be limited to 100 words and will be a brief "credit line" for the sponsors.

Chet Crank, head of the Los Angeles agency which services the account says: "We have decided to do this for two reasons. First, the public has grown pretty sick of hearing long-winded blurbs about firms and products. Secondly, by this time everybody out here on the coast knows that Gilmore produces and sells oil and gasoline. And the products speak for themselves."

It is believed to be the first major sponsored network program to limit commercial plugs to 200 words for an entire 60-minute period.

Radio Players Organize Guild in Los Angeles

SEVERAL of the better known radio players in southern California have formed a Radio Guild in Los Angeles, the first organization of its kind in the southwest, for presentation of its own plays over KNX, Hollywood, Thursdays, 9:30-10 p. m., PST. Among the charter members are Hanley Stafford, Malcolm Meacham, Paula Winslow, Lucille La Pointe, Ted Osborne, Bert Morrison and Don Wilson. Edward Lynn will write the plays.

Messrs. Meacham and Wilson also will write some of the sketches, while Mr. Osborne will cast and direct the productions. The first of the series of dramatic sketches, the work of Mr. Meacham, will be "Stories of the Green Dragon Inn," the tales dealing with contemporaries of Shakespeare.

AUTHORITY to remove from Wilmington to Durham, N. C., and to change its frequency from 1,370 to 1,500 kc., with 100 watts, was granted WRAM by the Radio Commission Feb. 2.

FREQUENCY MEASURING SERVICE

Many stations find this exact measuring service of great value for routine observation of transmitter performance and for accurately calibrating their own monitors.

MEASUREMENTS WHEN YOU NEED THEM MOST

R. C. A. COMMUNICATIONS, Inc.

Commercial Department

A RADIO CORPORATION OF AMERICA SUBSIDIARY

66 BROAD STREET NEW YORK, N. Y.

Three Gain Power

INCREASES in power for thre stations on the 600 kc. regional channel were authorized by th Radio Commission Feb. 2. WCAO, Baltimore, WICC, Bridgeport, and WCAC, Storrs, Conn., were give raises from 250 to 500 watts to improve their service. The decision sustained Examiner Ralph L. Walker's recommendations.

KHJ Originates Two

TWO transcontinental program will originate at KHJ, Los Angeles when Charis Corp., Allentown, Pa (corsets) goes on CBS Feb. 28 "Pontiac Surprise Party" started Feb. 10. Raymond Paige and orchestra, are on both broadcasts with Louella Parsons doing film star interviews on the Charis feature in addition.

WMBR's New Home

WITH the removal of WMBR from Tampa, to Jacksonville, Fla. under authority of the Radio Commission, new studios have been established in the Carling Hotel according to F. J. Reynolds, owner and manager of the station WMBR, a CBS outlet, operates on 1370 kc. with 100 watts. Irene Reynolds is program director.

PROFESSIONAL DIRECTORY

JANSKY & BAILEY

An Organization of

Qualified Radio Engineers
Dedicated to the
SERVICE OF BROADCASTING

National Press Bldg., Wash., D.C.

RADIO RESEARCH CO., Inc.

Broadcast Station Engineering
Instrument Design and
Manufacture

9th and Kearney Sts., N. E.
Washington, D. C.

GLENN D. GILLETT

Consulting Radio Engineer

Synchronization Equipment Design. Field Strength and Station Location Surveys Antenna Design Wire Line Problems

National Press Bldg. Washington, D. C.
N. Y. Office: Englewood, N. J.

FRED O. GRIMWOOD

RADIO ENGINEER

Field Strength and Station
Location Surveys
Constructional Engineering
Complete Transmitter Check-ups

Boonville Highway near Hercules Ave.
Evansville, Ind.

THE SOBY YARDSTICK OF AUDIENCE VALUE

Impartial and comparable data about the size and location of the audience of radio programs and stations.

Write for information and prices.

BENJAMIN SOBY AND ASSOCIATE
1023 Wallace Ave. Wilkinsburg, P

Dinnerbell Program

45 MINUTES

that Money ***Cannot*** *Buy!*

A broadcasting station operates in the public interest, convenience and necessity. Radio Station WLS is dedicated primarily to the service of agriculture, and to the farm and small town homes of the Midwest.

For almost a decade "Dinnerbell" Program has been a WLS service feature—carrying information of vital importance to farmers of the Midwest. In countless ways it has helped farm folks to do their work more effectively and to live more happily.

The beloved old Dinnerbell itself, hanging in WLS Studios, has been rung by farmers, by tiny children and old men, by governors, senators, cabinet members and college presidents. Its sound has become a symbol of the friendship accorded WLS throughout its listening area.

The "Dinnerbell" Program—WLS feels—belongs unreservedly to a faithful audience. The period during which it is presented is considered the *best* time to reach farm homes—yet WLS refuses to commercialize any portion of it. No time is sold on this program, and none will be sold . . . it is solely a service feature—presented in the interest, convenience and necessity of WLS listeners.

"Dinnerbell" Program is not alone in this respect. Advertisers interested in WLS time have discovered that Smilin' Thru, The Little Brown Church of the Air, Devotional Services and market reports are a few other WLS features that money *cannot* buy.

Is it any wonder that WLS listeners are loyal, enthusiastic and responsive—and that the WLS programs that we *do* offer for sale are unusually productive? *Advertising results follow listener interest.*

50,000 WATTS **870 KILOCYCLES**

CLEAR CHANNEL

WLS

The PRAIRIE FARMER Station, Chicago

BURRIDGE D. BUTLER, ***President*** **GLENN SNYDER,** ***Manager***

Studios and Offices: **1230 W. Washington Blvd., Chicago**